

Renee White Fraser Launches Online Resources for Applying Neuroscience Research in Marketing

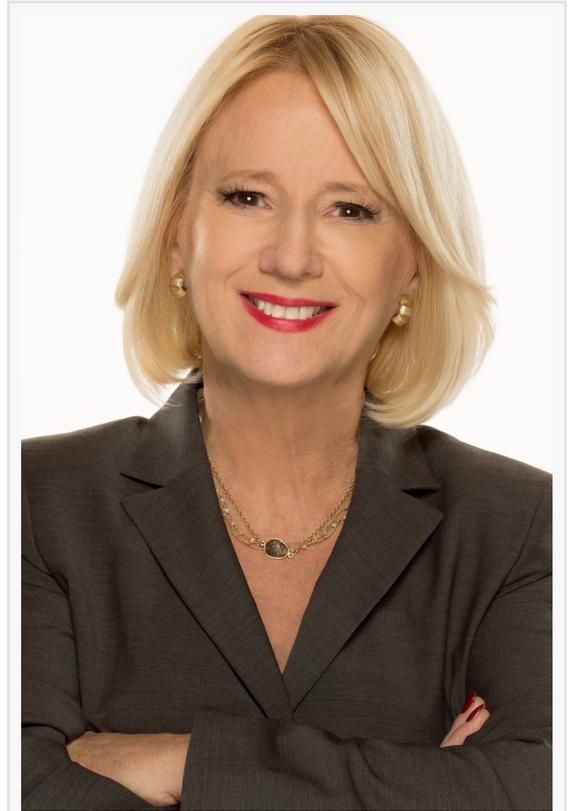
Renee White Fraser, CEO of Fraser Communications, launches reneewhitefraser.com on the study of neuroscience and behavioral research techniques in marketing.

LOS ANGELES, CALIFORNIA, UNITED STATES, October 9, 2017 /EINPresswire.com/ -- [Renee White Fraser](http://reneewhitefraser.com), the founder and driving force behind marketing firm Fraser Communications, launched a new website today as a resource for professionals interested in applying neuroscience and behavioral research techniques in their business. This new site provides informative and insightful articles on all aspects of these fields and explains how they can be applied to create better marketing and advertising. In addition to launching her new website, she was also recently added as a columnist on the USA Herald platform.

Visitors to the reneewhitefraser.com site will find a well-organized and content driven design with up to date information. It's easy on the eye and easy to navigate. The site is live now and all of the content is free to use. Fraser is of the opinion that marketing professionals have to have a deep understanding of their audience if they're going to serve their clients successfully. She believes that "The right messaging can change people powerfully. If you have a deep understanding of consumer psychology, you have what it takes to create insightful, meaningful advertising that's resonant and compelling."

Fraser Communications is a leading marketing firm in Southern California, with over \$40 million in sales. Their success is a result of a strong commitment to the latest market research techniques and an ability to use that research to create effective marketing campaigns. That's why most of the firm's clients retain their services for years and why the company's been recognized as one of the fastest growing company's by Inc. 5000 on 5 separate occasions.

Fraser's excited about the new website and she's looking forward to engaging with its visitors. The site will be updated with fresh and meaningful content on a consistent basis so visitors are encouraged to check back regularly for updates. Fraser also recently began publishing columns on USA Herald and Business.com and will link to them and other published works from the new website. The link to the site is [http://reneewhitefraser.com/](http://reneewhitefraser.com) and there's already plenty of content for guests to explore now with more to come in the near future.



Renee White Fraser - CEO, speaker and author

Renee White Fraser received her Ph.D. in Social Psychology from the University of Southern California where she later taught as an adjunct professor for several years. She's an active community member and she sits on many boards including the Board of Wise and Healthy Aging, Girls Inc., and the NAWBO LA Leadership Advisory board. On Sunday's she also cohosts a successful radio show where she shares her business knowledge with other aspiring business leaders.

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Renee White Fraser

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Renee White Fraser - on her radio broadcast



Renee White Fraser - CEO & Founder of Fraser Communications

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