Reviewer's report

Title: From neuromarketing to consumer neuroscience: Contributions to neurology

Version: 1 Date: 9 October 2012

Reviewer: Giovanni Berlucchi

Reviewer's report:

This paper provides an extensive and useful review of concepts, methods and findings in the new field of neuroeconomics. It proposes a distinction between neuromarketing, which may be accused of being a pseudoscience, and a serious study of the brain mechanisms involved in consumer behavior, which the authors name consumer neuroscience. Findings from the latter approach may contribute to clinical neurology in relation to morbid changes in specific forms of behavior (gambling, trust, compulsive buying) which occur in various neurological conditions. The review is informative and its conclusions are plausible.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I have no conflicts of interest