Neuroscience offers much promise to compliment traditional research in business done by qualitative methods, surveys, and experimentation. I aim to introduce neuroscience methods and then discuss three strides. Study 1 investigates theory of mind processes (e.g., how people infer the beliefs, feelings, and intentions of other people) of sales managers. Study 2 examines mirror neurons and emotional resonance of managers to customers. Study 3 combines theory of mind and empathetic processes to scrutinize how Machiavellianism functions in organizations. Each study uses fMRI procedures and questionnaires to study the above mentioned phenomena experimentally with real managers.