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place where people will share information and communicate, architecture a part of the brand building process, and people as the most powerful element of any branding strategy.

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Emotional Branding: The New Paradigm for Connecting Brands ...

“A new philosophy is sweeping over businesses that privileges creation, imagination, and responsibility to the people.” — Marc Gobe, Emotional Branding: The New Paradigm for Connecting Brands to People “Buying is an activity understood by economists. Shopping is a phenomenon of interest to anthropologists and sociologists.”

Emotional Branding Quotes by Marc Gobe - Goodreads

Emotional branding is the process of forming a relationship between a consumer and a product or brand by provoking their emotions. Marketers achieve this by creating content that appeals to the consumer's emotional state, ego, needs, and aspirations.

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What is Emotional Branding and How to Use it Effectively ...

Emotional Branding - The New Paradigm for Connecting Brands to People by Marc Gobé isn't a new book - it dates back to 2001. Nevertheless, those interested in neuromarketing or in gearing marketing efforts to work at the subconscious level will find much of the information useful.

Emotional Branding - Neuromarketing

Emotional Branding Revised Edition: New Paradigm for Connecting Brands to People Explores in depth how Twitter, Facebook, and the other social media Web sites are the new frontier for the exercise ...

Emotional Branding by Marc Gobe

Understanding the emotional aspects of branding is a big plus in creating campaigns with a sense of purpose that gets results. Gobe shares his process of brand identities for "eCommerce", which

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he said should be multidimensional, multisensorial and engage consumers in an emotionally compelling brand story.

Amazon.com: Customer reviews:

Emotional Branding: The New ...

Emotional Branding: The New Paradigm for Connecting Brands to People Marc Gobe, Author, Sergio Zyman, Foreword by Allworth Press \$19.95 (325p) ISBN 978-1-58115-672-0 More By and About This Author

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