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Emotional
Branding
The New
Paradigm
For Connecting
Brands To
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~~How To Use~~

~~Emotional Branding~~

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~~(In 7 Steps)~~ The

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Commercials:

Absurd Ads

Emotional Branding

The New Paradigm

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explores how

effective consumer

interaction needs to

be about senses and

feelings, emotions

and sentiments. Not

unlike the Greek

culture that used

philosophy, poetry,

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music, and the art of discussion and debate to stimulate the imagination, the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity.

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has created a movement in branding circles by shifting the focus from products to people. The “ 10 Commandments of Emotional Branding ” have become a new benchmark for marketing and creative professionals,

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Marc Gobe, Author,

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Marc Gob é created
the concept of

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emotional branding
over 20 years ago
and detailed it in his
book *The New
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Connecting Brands
to People*. His
philosophy is based
on the observation
that connections
can take place on an
emotional level in
relationships
between brands and

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ISBN 13:

9781581150780

ISBN 10:

1581150784

Hardcover; New

York, New York,

U.s.a.: Allworth

Press, January 15,

2001; ISBN-13:

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The New Paradigm
for ...

According to Gobe,
"an Emotional

Branding approach
is quite simply the
crucial defining
element that
separates success
from indifference in
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brings a new layer
of credibility and

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personality to a
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Branding is more
than a process or
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between people that

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By exploring the 5
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Branding shows
how some brands
have built up their
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engaging in a
sensory interaction
with their
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Emotional Branding
explores how
effective consumer
interaction needs to
be about senses and
feelings, emotions
and sentiments.

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By exploring the 5 senses, Emotional Branding shows how some brands have built up their businesses by engaging in a sensory interaction with their consumers.

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explores how
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into the core of
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and create a self-
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allowing the
consumer to
identify him/herself
with the brand

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economists.

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Shopping is a
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for Connecting

Brands to People to

delve into the idea

of “ emotional

branding ” . Gob é

created the concept

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as part of his
observation that
there is a possible
connection in an
emotional level in a
consumer-brand
relationship.

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