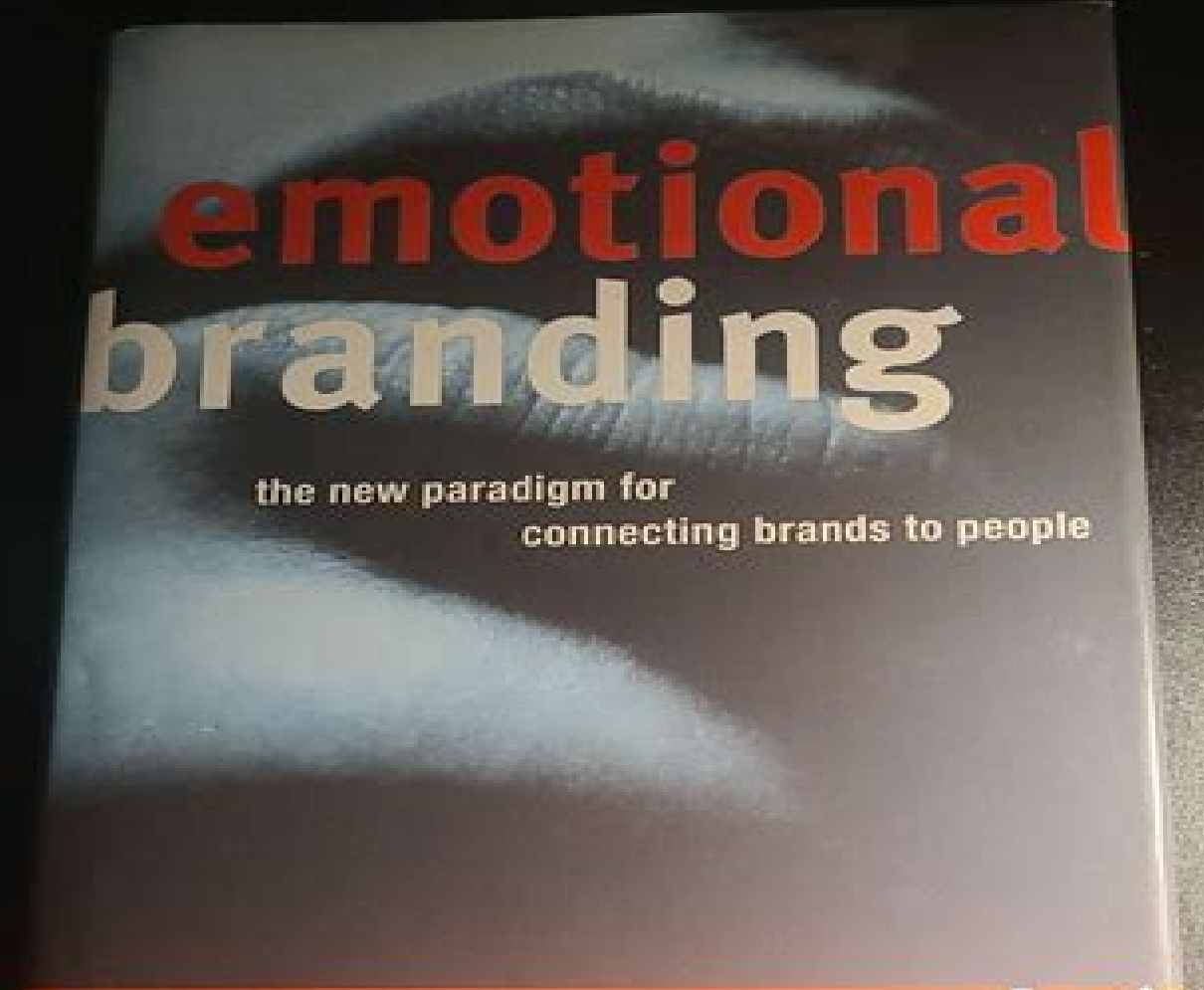


A close-up, artistic photograph of a person's lips, slightly parted, with a soft, ethereal glow around them. The image is in grayscale, with a subtle blue and white light effect emanating from the mouth area, creating a dreamlike atmosphere. The lips are the central focus, with the surrounding skin and background fading into a soft, hazy light.

emotional branding

the new paradigm for
connecting brands to people

marc gobé

Foreword by Sergio Zyman
Former Chief Marketing Officer,
The Coca-Cola Company

Emotional Branding By Marc Gobe

G Orfield



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Emotional Branding Marc Gobé, 2001-01-01 Offers an approach to building brand loyalty with the use of an interactive strategy presenting case histories that demonstrate how the five human senses can be used as effective marketing tools to respond to trends

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consumers Gob argues that corporations need a new vision to survive in the present emotional economy challenging them to develop more passionate human and socially responsible brand strategies He shows how to transform Consumers to People Products to Experiences Honesty to Trust Quality to Preference Identity to Personality and Service to Relationship ,

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