

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 background is dark and textured.

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

**Anne Hellman, Marc Gobé, Joël
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