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Le marketing des **émotions**



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Le Marketing de Rupture

Christophe Vidal Chaptal de Chanteloup (Jean-Christophe), 2014

Le Marketing Des Émotions Georges Chétochine, 2011

Présentation : L'enjeu du succès : L'émotion est aujourd'hui le cœur même de l'acte d'achat. Les besoins des consommateurs sont largement satisfaits, l'entreprise ne peut plus se contenter d'un marketing classique rationnel et segmentant comme l'enseignait Philip Kotler et doit totalement redéfinir sa stratégie. Georges Chétochine donne les clés pour comprendre les mécanismes émotionnels qui déterminent le choix du client afin d'en faire le nouveau levier du marketing dès lors pour mieux communiquer et mieux vendre, il faut administrer de l'émotion durant l'achat. En s'appuyant sur les dernières recherches en neurosciences et par le biais de nombreux exemples, l'auteur propose une méthode originale pour mettre en œuvre les stratégies de ce marketing émotionnel et remplacer les outils traditionnels par l'observation et l'analyse précise des comportements du consommateur. Au sommaire : Introduction. Il était une fois l'émotion. De la marque rationnelle à la marque émotionnelle. Quelle émotion pour les marques de enseignes et de service. Le paradoxe du choix et le paradigme de la rupture. Les remises en question du marketing de l'émotion. Bibliographie. Index général. Index des noms propres et des marques.

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