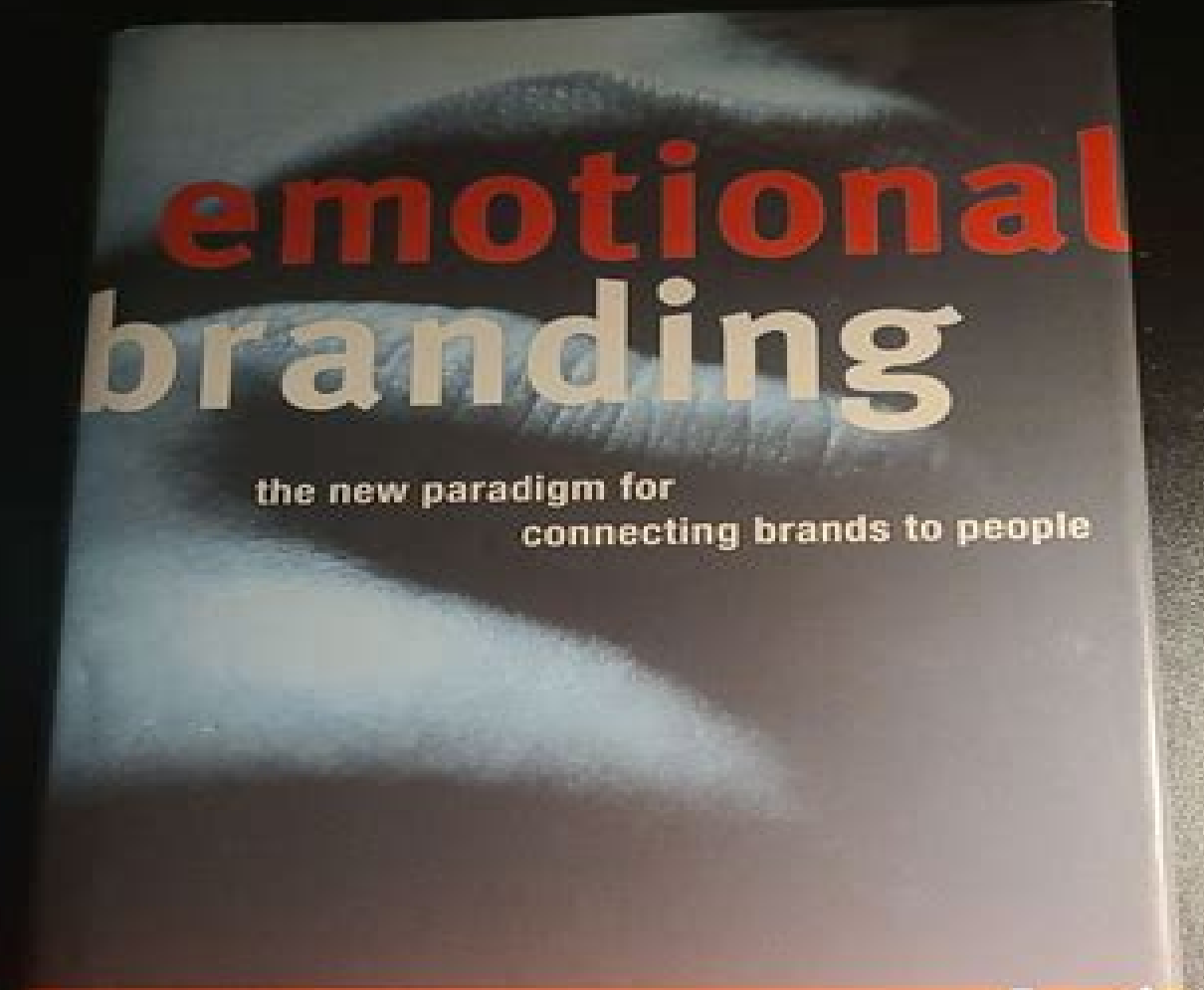


A close-up, artistic photograph of a person's lips, slightly parted, with a soft, ethereal glow around them. The image is in grayscale, with a subtle blue and white light effect emanating from the mouth area, creating a dreamlike atmosphere. The lips are the central focus, with the surrounding skin and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

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