

## Emotional Branding The New Paradigm For Connecting Brands To People

**How To Use Emotional Branding (In 7 Steps) Emotional Branding by Marc Gobe** **Marc Gobe on Emotional Branding Branding: How to Attract Your Dream Clients Through Emotional Branding**

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Emotional Branding The New Paradigm

Emotional Branding explores how effective consumer interaction needs to be about senses and feelings, emotions and sentiments. Not unlike the Greek culture that used philosophy, poetry, 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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Overview. Emotional Branding is the best selling revolutionary business book that 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, emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people.

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Emotional Branding: The New Paradigm for Connecting Brands ...

Marc Gobé created the concept of emotional branding over 20 years ago and detailed it in his book The New Paradigm for 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 people.

What is Emotional Branding and How to Use it Effectively ...

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Emotional Branding The New Paradigm for Connecting Brands to People by Marc Gobe; Marc Gob ISBN 13: 9781581150780 ISBN 10: 1581150784 Hardcover; New York, New York, U.s.a.: Allworth Press, January 15, 2001; ISBN-13: 978-1581150780

9781581150780 - Emotional Branding The New Paradigm for ...

According to Gobe, “an Emotional Branding approach is quite simply the crucial defining element that separates success from indifference in the marketplace....[I]t brings a new layer of credibility and personality to a brand by connecting powerfully with people on a personal and holistic level....Emotional Branding is more than a process or research technology; it is based on the connections between people that transcend charts and graphs.

Emotional Branding: The New Paradigm for Connecting Brands ...

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. Emotional Branding explores how effective consumer interaction needs to be about senses and feelings, emotions and sentiments.

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To tap into the domain of emotional branding first the emotion-cognition approach needs to be recognized, second the key to position the brand into the core of consumers' lives and create a self-congruence by allowing the consumer to identify him/herself with the brand ought to be identified and third a framework on the antecedents and consequences of a successful and sustainable emotional branding strategy has to be developed, which reflects the systematization of this research.

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