



Emotional Branding: The New Paradigm for Connecting Brands to People

By Marc Gobé

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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. The emergence of social media, consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy. In this updated edition, Marc Gobé covers how social media helped elect Barack Obama to the White House, how the idea behind Twitter is transforming our civilization, and why new generations are re-inventing business, commerce, and management as we know it by leveraging the power of the web. In studying the role of women as "shoppers in chief," and defining the need to look at the marketplace by recognizing differences in origins, cultures, and choices, Emotional Branding foresaw the break up of mass media to more targeted and culturally sensitive modes of communications. As the first marketing book ever to study the role of the LGBTQ community as powerful influencers for many brands, Emotional Branding opened the door to a renewed sensitivity toward traditional research that privilege individuality and the power of the margins to be at the center of any marketing strategy. A whole segment in the book looks at the role of the senses in branding and design. The opportunity that exists in understanding how we feel about a brand determines how much we want to buy. 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. 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. Through poetry the Greeks invented mathematics, the basis of science, sculpture, and drama. Unless we focus on humanizing the branding process we will lose the powerful emotional connection people have with brands. Critics hailed Emotional

Branding as a breakthrough and a fresh approach to building brands. Design in this book is considered a new media, the web a place where people will share information and communicate, architecture a part of the brand building process, and people as the most powerful element of any branding strategy. Most importantly, it emphasizes the need to transcend the traditional language of marketing--from one based on statistics and data to a visually compelling new form of communication that fosters creativity and innovation.

Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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Editorial Review

From Publishers Weekly

Proclaiming that business success in the 21st century depends on "how a brand comes to life for people and forges a deeper, lasting connection," designer and branding consultant Gobé (BrandJam) presents a thorough update to his 2001 guide to engaging with consumers "on the level of the senses and emotions." Among other techniques, Gobé prescribes a divide-and-conquer approach to demographic appeal: African-Americans respond to respect and personal contact; Women, the "new Shoppers in Chief," require "products, ads, and businesses that are without comparisons to a man's world"; Generations X and Y answer appeals to individuality and authenticity, respectively. He also emphasizes simple but easy-to-overlook strategies for enticing the five senses: Apple's use of color was one of the principal reasons for the brand-rehabilitating success of its original iMac; Acoustiguides, the headsets used by museums to guide visitors through exhibits, could be the next hot megastore shopping aid. At times, Gobé's enthusiasm for shopping (he considers it an art, and looks forward to the integration of theme parks and shopping malls) seems a bit over the top, but his passion should prove highly useful to marketers looking for smart and imaginative ways to bond with consumers.

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Review

"Worth more than a whole shelf of business books." -*Design Management Journal*

From the Inside Flap

From CHOICE, March 2002:

Marc Gobé explores the qualitative elements required to connect with one's customers through emotional branding. Beginning with an examination of marketing in the new millenium, the author introduces the title concept in relation to numerous key segments in today's consumer arena, including age, subculture, and gender-based groups. The second part of his analysis illustrates the use of all five senses in branding, incorporating a range of interesting, current examples in each case. Part 3 builds on the first two parts, investigating emotion as a tool in branding, retailing, packaging, and advertising. Finally, Gobé offers recipes for the successful use of emotional branding in cyberspace and beyond, including trends for the future. The book itself is highly readable, with thought-provoking photographs as well as verbal descriptions underscoring the major points. It is well suited for upper-division undergraduate and graduate students, researchers, and faculty. It may also inject a fresh perspective for practitioners eager for a new paradigm."

Users Review

From reader reviews:

Steven Parrish:

Why don't make it to be your habit? Right now, try to prepare your time to do the important action, like looking for your favorite guide and reading a e-book. Beside you can solve your problem; you can add your knowledge by the guide entitled Emotional Branding: The New Paradigm for Connecting Brands to People. Try to make the book Emotional Branding: The New Paradigm for Connecting Brands to People as your good friend. It means that it can to become your friend when you feel alone and beside associated with course make you smarter than ever. Yeah, it is very fortunated for you personally. The book makes you far

more confidence because you can know almost everything by the book. So , we should make new experience along with knowledge with this book.

Juanita Geil:

Emotional Branding: The New Paradigm for Connecting Brands to People can be one of your basic books that are good idea. All of us recommend that straight away because this reserve has good vocabulary that can increase your knowledge in vocab, easy to understand, bit entertaining however delivering the information. The article writer giving his/her effort that will put every word into enjoyment arrangement in writing Emotional Branding: The New Paradigm for Connecting Brands to People although doesn't forget the main stage, giving the reader the hottest in addition to based confirm resource information that maybe you can be one among it. This great information can certainly drawn you into brand-new stage of crucial contemplating.

Mary Ransom:

Your reading sixth sense will not betray anyone, why because this Emotional Branding: The New Paradigm for Connecting Brands to People book written by well-known writer who really knows well how to make book which can be understand by anyone who have read the book. Written within good manner for you, leaking every ideas and producing skill only for eliminate your current hunger then you still hesitation Emotional Branding: The New Paradigm for Connecting Brands to People as good book not simply by the cover but also from the content. This is one publication that can break don't judge book by its include, so do you still needing one more sixth sense to pick this kind of!? Oh come on your studying sixth sense already alerted you so why you have to listening to a different sixth sense.

Kara Navarrete:

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