

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

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The “10 Commandments of Emotional Branding” have become a new benchmark for marketing and creative professionals,...

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Emotional Branding: The New Paradigm for Connecting Brands to People. 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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## **Emotional Branding - Neuromarketing**

Emotional branding expert Marc Gobé is President, CEO and Executive Creative Director of the desgrippes gobé group

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New York, one of the world's top ten brand image creation firms. He is also the...

## **Marc Gobé - Google Books**

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## **Emotional Branding, Revised Edition: The New Paradigm for ...**

Emotional Branding Revised Edition: New Paradigm for Connecting Brands to People Explores in depth how Twitter, Facebook, and the other social media Web sites are the new frontier for the exercise ...

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

According to Gobe, "an Emotional Branding approach is quite simply the crucial defining element that separates success from indifference in the marketplace....[It] 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.

## **Amazon.com: Emotional Branding: The New Paradigm for ...**

Understanding the emotional aspects of branding is a big plus

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in creating campaigns with a sense of purpose that gets results. Gobe shares his process of brand identities for "eCommerce", which he said should be multidimensional, multisensorial and engage consumers in an emotionally compelling brand story.

## **Emotional Branding : The New Paradigm for Connecting**

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Emotional Branding. Emotional Branding – The New Paradigm for Connecting Brands to People by Marc Gobé isn't a new book – it dates back to 2001. Nevertheless, those interested in neuromarketing or in gearing marketing efforts to work at the subconscious level will find much of the information useful.

## **Marc Gobe on Emotional Branding**

Emotional Branding is the best-selling revolutionary business audiobook 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, and emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people.

## **Amazon.com: Customer reviews: Emotional Branding: The New ...**

A visionary approach to building powerful brand loyalty, this ground-breaking book shows marketers of any product or service how to engage today's increasingly cynical consumers on deeper emotional levels. Case histories from the author's high-profile client list analyze demographic and behavioral shifts in populations and retail distribution

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channels, then show how all five senses can be used ...

## **Emotional Branding by Marc Gobe**

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.

## **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.

## **Emotional branding - Wikipedia**

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.

## **Emotional Branding : The New Paradigm for Connecting**

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In 2001, Marc Gobé wrote *Emotional Branding: The New Paradigm for Connecting Brands to People* to delve into the idea of “emotional branding”. Gobé created the concept as part of his observation that there is a possible connection in

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an emotional level in a consumer-brand relationship.

## **Emotional Branding The New Paradigm**

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