



# Emotional Branding: The New Paradigm for Connecting Brands to People

By Marc Gobe, Marc Gobé, Sergio Zyman

Download now

Read Online 

## Emotional Branding: The New Paradigm for Connecting Brands to People

By Marc Gobe, Marc Gobé, Sergio Zyman

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 channels, then show how all five senses can be used as powerful marketing tools to respond to those trends. Chapters detail how to develop strong brand personalities, customize brand presence to different consumer groups, use brand strategies in packaging and display, and facilitate interactive access to products through the Internet.

 [Download Emotional Branding: The New Paradigm for Connectin ...pdf](#)

 [Read Online Emotional Branding: The New Paradigm for Connect ...pdf](#)

# Emotional Branding: The New Paradigm for Connecting Brands to People

*By Marc Gobe, Marc Gobé, Sergio Zyman*

**Emotional Branding: The New Paradigm for Connecting Brands to People** By Marc Gobe, Marc Gobé, Sergio Zyman

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 channels, then show how all five senses can be used as powerful marketing tools to respond to those trends. Chapters detail how to develop strong brand personalities, customize brand presence to different consumer groups, use brand strategies in packaging and display, and facilitate interactive access to products through the Internet.

**Emotional Branding: The New Paradigm for Connecting Brands to People** By Marc Gobe, Marc Gobé, Sergio Zyman **Bibliography**

- Sales Rank: #525627 in Books
- Published on: 2001-01-15
- Original language: English
- Number of items: 1
- Dimensions: 9.27" h x .92" w x 6.20" l, 1.40 pounds
- Binding: Hardcover
- 352 pages

 [Download Emotional Branding: The New Paradigm for Connectin ...pdf](#)

 [Read Online Emotional Branding: The New Paradigm for Connect ...pdf](#)

## Download and Read Free Online Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman

---

### 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.

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

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 millennium, 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:**

**Richard Martinez:**

Have you spare time for a day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity regarding spend your time. Any person spent their spare time to take a go walking, shopping, or went to typically the Mall. How about open or perhaps read a book entitled Emotional Branding: The New Paradigm for Connecting Brands to People? Maybe it is to get best activity for you. You know beside you can spend your time with your favorite's book, you can better than before. Do you agree with it is opinion or you have different opinion?

**David Tillery:**

This book titled Emotional Branding: The New Paradigm for Connecting Brands to People to be one of several books that best seller in this year, that is because when you read this reserve you can get a lot of benefit upon it. You will easily to buy this specific book in the book retail store or you can order it by using online. The publisher with this book sells the e-book too. It makes you quickly to read this book, since you can read this book in your Touch screen phone. So there is no reason to you to past this reserve from your list.

**Lauren Cook:**

The book with title Emotional Branding: The New Paradigm for Connecting Brands to People contains a lot of information that you can study it. You can get a lot of help after read this book. That book exist new knowledge the information that exist in this e-book represented the condition of the world today. That is important to yo7u to learn how the improvement of the world. This specific book will bring you inside new era of the globalization. You can read the e-book on the smart phone, so you can read it anywhere you want.

**Henry Jones:**

Reading can called brain hangout, why? Because when you are reading a book particularly book entitled Emotional Branding: The New Paradigm for Connecting Brands to People the mind will drift away trough every dimension, wandering in most aspect that maybe mysterious for but surely can be your mind friends. Imaging every single word written in a publication then become one form conclusion and explanation which maybe you never get previous to. The Emotional Branding: The New Paradigm for Connecting Brands to People giving you an additional experience more than blown away your thoughts but also giving you useful data for your better life within this era. So now let us show you the relaxing pattern here is your body and mind are going to be pleased when you are finished studying it, like winning a casino game. Do you want to try this extraordinary paying spare time activity?

**Download and Read Online Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman #ZNCIW8DTYMX**

## **Read Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman for online ebook**

Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman books to read online.

## **Online Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman ebook PDF download**

**Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman Doc**

**Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman Mobipocket**

**Emotional Branding: The New Paradigm for Connecting Brands to People By Marc Gobe, Marc Gobé, Sergio Zyman EPub**