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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.

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Emotional branding has for years relied on standard TV advertising tactics. Show an emotionally charged stimulus, show your brand, and let classical conditioning do its job. This model is great for maximizing reach - or at least it used to be - but it has a major problem: The TV screen acts as something like a barrier

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between the customer ...

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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.



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Emotional branding expert Marc Gobé is President, CEO and Executive Creative Director of the desgrippes gobé group New York, one of the world's top ten brand image creation firms. He is also the...

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