

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

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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.

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

Er sieht "emotional branding" wie im Untertitel angeführt als "the new paradigm for connecting brands to people". Es soll dabei ein "new layer of credibility and personality to a brand by connecting powerfully with with people on a personal and holistic level" gefunden werden.

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