



Emotional Branding : How Successful Brands Gain the Irrational Edge

Daryl Travis

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How do you launch a product in today's ultra-competitive and often saturated markets, break through the clutter, and develop strong and lasting customer loyalty? Get in touch with your customers' deepest emotions, of course.

Emotional Branding teaches you the how's and why's of, "How does our product or service make our customers feel?" Author **Daryl Travis** (with a little help from Harry) leads you on a journey filled with colorful ideas and bottom-line lessons that will teach you how to instill brand loyalty in your customers. Whether you are a CEO, an advertising guru, or an innovative businessperson, you will discover how to use a brand's mystique to create powerful and lasting emotional connections with your customers. Travis also addresses:

- Branding as a product of intuitive thinking
- How people develop emotional responses to brands
- Bringing together a company's elements to form a brand
- Developing successful offshoot brands from existing ones
- And much more!

Emotional Branding teaches you how to identify and empower your product's appeal and connect it to your customers' experiences with your product. The results unlock the secrets to emotional branding, enhance the brand-consumer relationship, and show you and your business new prosperity—all from discovering and applying these powerful new ways to use the "F" word, F-E-E-L-I-N-G-S.

"Today's marketplace confusion can only be sorted out one way: by brand power. **Daryl Travis's Emotional Branding** sings, a book to savor and ponder. And, if approached in the right spirit, a book to change your worldview and renovate your bottom line. Hint: It's for finance and human resource folks as much as for marketers, as much for three-person architectural studios as for Virgin or GE execs." —**Tom Peters, coauthor of *In Search of Excellence***

"Every CEO's job is to create value and build assets, and every company's most formidable asset is its brand. Daryl's book is an important reminder that brands must be protected and nurtured. Read it, take it to heart, and expect some amazing things to happen in your business." —**James Berrien, president of *Forbes* magazine**

"I've been in the business of building global brands for more than 25 years, and I've yet to read a better account of what it takes to make a brand. Apply all the analytics you want to a great company or brand and in the end you'll find it comes down to how people feel about it. This book reveals why." —**Thomas Oliver, CEO of Bass Hotels & Resorts, former executive VP of marketing, FedEx**

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Spent a free time for you to be fun activity to do! A lot of people spent their down time with their family, or their particular friends. Usually they undertaking activity like watching television, likely to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? Could be reading a book may be option to fill your totally free time/ holiday. The first thing that you will ask may be what kinds of book that you should read. If you want to try out look for book, may be the guide untitled Emotional Branding : How Successful Brands Gain the Irrational Edge can be very good book to read. May be it is usually best activity to you.

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People live in this new morning of lifestyle always try and and must have the spare time or they will get wide range of stress from both daily life and work. So , if we ask do people have extra time, we will say absolutely sure. People is human not really a robot. Then we question again, what kind of activity do you have when the spare time coming to you actually of course your answer may unlimited right. Then do you try this one, reading ebooks. It can be your alternative inside spending your spare time, the actual book you have read is Emotional Branding : How Successful Brands Gain the Irrational Edge.

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