

The Power Of Emotional Marketing - What It Is and How It Works



Marketing Power Of Emotion

**John O'Shaughnessy, Nicholas J.
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Marketing Power Of Emotion:

The Marketing Power of Emotion John O'Shaughnessy, Nicholas J. O'Shaughnessy, 2003 How does one choose between a brand name and a generic named product Why does one choose an item with a slightly lower price than the other The answer is emotion The Marketing Power of Emotion provides a complete original and anecdote rich account of the marketing power of emotion This book is written by two of the leading practitioners in the field and is complete with thorough references and real life examples to follow Emotions whether it is realized or not is one of the central factors in our buying behavior Emotions energizes the motivation to buy and certain persuasive techniques are more effective than others are when marketers are trying to resonate emotionally with consumers This book covers all the essential topics including the scope of emotion in marketing and how in response to these emotions customers make product appraisals Finally this volume covers branding and how emotions play a role in how consumers become loyal to brands Publisher's description

The Marketing Power of Emotion John O'Shaughnessy, Nicholas J. O'Shaughnessy, 2023 This work brings together and analyzes the role that emotion plays in the way companies connect with customers develop new products improve their strategic positioning and increase their brand recognition

The Power of Emotional Marketing: Creating Connection and Loyalty Mayfair Digital Agency, 2021-10-14 The Power of Emotional Marketing Creating Connection and Loyalty is a captivating eBook that delves into the profound impact of emotional marketing strategies on forging strong connections with consumers and fostering unwavering brand loyalty Authored by Author Name a marketing guru with a deep understanding of consumer psychology this book unravels the art of tapping into emotions to create memorable brand experiences Through compelling insights and real world examples readers gain valuable knowledge on how to craft authentic and relatable brand narratives that resonate with audiences on a deep emotional level From evoking empathy to instilling trust the eBook offers practical techniques for marketers to effectively harness emotions in their campaigns thereby increasing customer retention and advocacy Whether you're a seasoned marketer or a business owner aiming to elevate your brand's impact The Power of Emotional Marketing is an essential guide that will empower you to forge lasting connections with your target audience and thrive in the competitive market

Emotion Marketing: The Hallmark Way of Winning Customers for Life Scott Robinette, Claire Brand, 2001-01-20 To its millions of loyal customers world wide the Hallmark brand stands for more than just greeting cards it embodies the elusive item every company hopes to capture the customer's heart Hallmark has found that one of the keys to attaining superior customer loyalty is through emotion Now for the first time Hallmark reveals its groundbreaking strategy Emotion Marketing This strategy can help any company create an emotional bond with customers for a competitive advantage in the marketplace Emotion Marketing will reveal How emotion works to cement customer loyalty The 3 Emotional E's Equity Experience and Energy Scott Robinette Kansas City MO is General Manager of Hallmark Business Expressions Claire Brand Kansas City MO is Customer Marketing Manager at Hallmark Vicki Lenz Atlanta GA is a

writer consultant and speaker on business leadership and marketing *Emotional Marketing* ,2025 Emotions Matter
Dale Spencer, Kevin Walby, Alan Hunt, 2012-03-07 The sociology of emotions has recently undergone a renaissance raising new questions for the social sciences How should we define and study emotions How are emotions related to perennial sociological debates about structure power and agency *Emotions Matter* brings together leading international scholars to build on and extend sociological understandings of emotions Moving beyond reductionist approaches that frame emotions as idiosyncratic states of mind the scholars in this collection conceptualize emotions as the experience of social relations Empirical and theoretical chapters demonstrate how emotions relate to sociological theories of interaction the body gender and communication Pushing the boundaries of sociology and stimulating debate for related fields *Emotions Matter* offers diverse relational approaches that illustrate the crucial importance of emotions to the sociological imagination *Emotions*
Monica Greco, Paul Stenner, 2013-10-31 Are emotions becoming more conspicuous in contemporary life Are the social sciences undergoing an affective turn This Reader gathers influential and contemporary work in the study of emotion and affective life from across the range of the social sciences Drawing on both theoretical and empirical research the collection offers a sense of the diversity of perspectives that have emerged over the last thirty years from a variety of intellectual traditions Its wide span and trans disciplinary character is designed to capture the increasing significance of the study of affect and emotion for the social sciences and to give a sense of how this is played out in the context of specific areas of interest The volume is divided into four main parts universals and particulars of affect embodying affect political economies of affect affect power and justice Each main part comprises three sections dedicated to substantive themes including emotions history and civilization emotions and culture emotions selfhood and identity emotions and the media emotions and politics emotions space and place with a final section dedicated to themes of compassion hate and terror Each of the twelve sections begins with an editorial introduction that contextualizes the readings and highlights points of comparison across the volume Cross national in content the collection provides an introduction to the key debates concepts and modes of approach that have been developed by social scientist for the study of emotion and affective life *Foundations of Indian Psychology Volume 1: Theories and Concepts* Cornelissen R. M. Matthijs, 2010 Satisfaction: A Behavioral Perspective on the Consumer Richard L. Oliver, 2014-12-18 Designed for advanced MBA and doctoral courses in Consumer Behavior and Customer Satisfaction this is the definitive text on the meaning causes and consequences of customer satisfaction It covers every psychological aspect of satisfaction formation and the contents are applicable to all consumables product or service Author Richard L Oliver traces the history of consumer satisfaction from its earliest roots and brings together the very latest thinking on the consequences of satisfying or not satisfying a firm s customers He describes today s best practices in business and broadens the determinants of satisfaction to include needs quality fairness and regret what might have been The book culminates in Oliver s detailed model of consumption processing and his satisfaction measurement scale The text

concludes with a section on the long term effects of satisfaction and why an understanding of satisfaction psychology is vitally important to top management Mind-Society Paul Thagard,2019-01-31 How do minds make societies and how do societies change Paul Thagard systematically connects neural and psychological explanations of mind with major social sciences social psychology sociology politics economics anthropology and history and professions medicine law education engineering and business Social change emerges from interacting social and mental mechanisms

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