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have become a new benchmark for marketing and creative professionals, emotional branding has become a coined term by many top industry experts to express the new dynamic.

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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.

**Emotional Branding -
Neuromarketing**

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Emotional Branding In
a Changing
Marketplace Marc Gobé
created the concept of
emotional branding
over 15 years ago. His
philosophy is based on
the observation that
connections can take
place on an emotional
level in relationships
between brands and
people.

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Marc Gobé is the founder, chairman, and

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CEO of Desgrippes Gobe, one of the world's top ten brand image creation firms. His previous books are Emotional Branding, reviewed and revered around the...

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Emotional Branding explores how effective consumer interaction needs to be about

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Marc Gobé is the founder, chairman, and CEO of Desgrippes Gobe, one of the world's top ten brand image creation firms. His previous books are Emotional Branding, reviewed and revered

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around the world, and Citizen Brand. Gobé, the winner of several international design awards, lives in New York City.

Emotional Branding: The New Paradigm for Connecting Brands ...

Many businesses began to catch on to the trend of brand identity to distinguish their products from others in a growing

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market. In 2001, Marc Gobé wrote Emotional Branding: The New Paradigm for Connecting Brands to People to delve into the idea of “emotional branding”. Gobé created the concept as part of his observation that there is a possible connection in an emotional level in a consumer-brand relationship.

Emotional branding -

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Marc Gobé is the founder, chairman, and CEO of Desgrippes Gobe, one of the world's top ten brand image creation firms. His previous books are Emotional Branding, reviewed and revered around the world, and Citizen Brand. Gobé, the winner of several international design awards, lives in New York City.

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