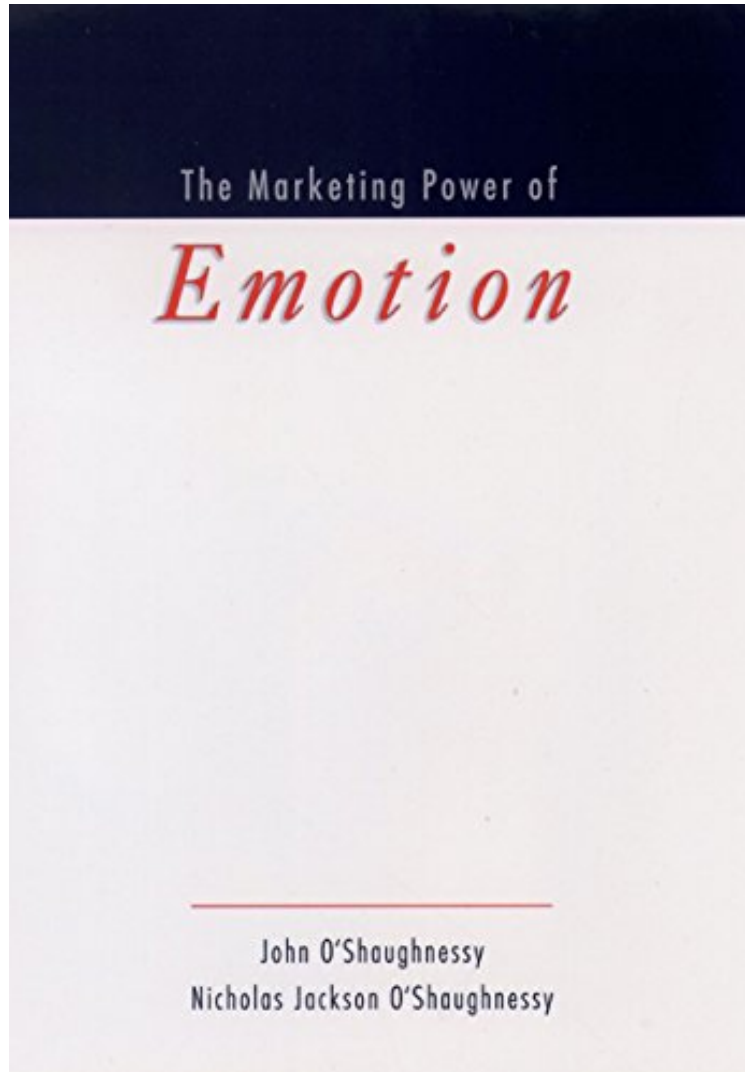


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## The Marketing Power of Emotion

*John O'Shaughnessy, Nicholas Jackson O'Shaughnessy*  
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**John O'Shaughnessy, Nicholas Jackson O'Shaughnessy : The Marketing Power of Emotion** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Marketing Power of Emotion:

0 of 0 people found the following review helpful. Excellent summary of how emotional engagement influences purchase behaviorBy James CobbMr. O'Shaughnessy of bring clinical details of how emotions are activated and ways marketers can engage audiences through branding, advertising, etc.0 of 0 people found the following review helpful. Excellent marketing information for companies but consumers will want something elseBy CustomerExcellent insight and research into how marketing that appeals to emotions works. This books seems very well researched and the authors seem to have very strong credentials. Obviously useful to companies and marketing groups looking for ways to boost their sales. For consumers that are looking for help, SOLD: Don't Go Poor and Miserable Being Sold

Happiness is more applicable as it's written to help the shopper deal with salespeople and marketing gimmicks. It's also written at a more conversational level - less academic. Both are good, just depends what you need and both would be useful for a salesperson.

Emotion is one of the defining forces in our lives. It lies at the very heart of many of our most important experiences and memories. Not surprisingly, the worlds of business and marketing have long drawn on the power of emotion to influence consumer impulses and brand loyalty. Yet beyond the obvious emotions evoked by an inspirational Nike ad or an affecting Hallmark commercial lies an emotional universe that is less conspicuous, even transparent, yet no less influential. In this definitive work, two marketing experts provide a highly original, entertaining and anecdote-rich account of the marketing power of emotion. The primordial force behind motivation and persuasion, emotions enter into all decisions involving tradeoffs and are thus especially relevant to consumer decision-making. The Marketing Power of Emotion traces the manner in which companies rely on emotion to connect with consumers, develop new products, improve their strategic position, and increase brand recognition. Synthesizing key research in a variety of scientific fields, the authors cover the role of mood in persuasion; affect-driven consumer behavior; choice processes; associationism (how consumers develop positive and negative associations with a product); the importance of consistency; response prediction; and emotional response manipulation, among a host of other topics. Importantly, the centrality of emotion in developing brand loyalty is explored in depth. Essential reading for executives and middle management alike, as well as all students and scholars of consumer behavior, The Marketing Power of Emotion is the most authoritative statement yet on this critically important aspect of business strategy.

"The best marketers have always known instinctively that emotions--and not rational benefits--are what drives brand loyalty, longevity and profits. What's wonderful about this book is that it takes us past common wisdom into territory where we examine emotion's central role from all sides, understand the influences and triggers, and come away with a more appreciative eye for that part of our job that sometimes looks like mere alchemy." Shelly Lazarus, Chairman and CEO, Ogilvy Mather Worldwide"John and Nicholas show a rare ability to navigate a diverse spectrum of fields - from psychology to philosophy, from sociology to semiotics. Bridging these vantage points, they bury the outmoded view of the consumer as a computer-like rational decision maker; give birth to a new conception of a more human consumer; provide wonderful examples from advertising; and deliver excellent expositions of such current marketing themes as branding, brand loyalty, and brand equity. " Morris B. Holbrook, Dillard Professor of Marketing, Graduate School of Business, Columbia University"John and Nicholas O'Shaughnessy...have produced a systematic, clearly written exposition of the role played by emotion in marketing and consumer behavior."--Journal of MacromarketingAbout the AuthorJohn O'Shaughnessy is professor emeritus of business at Columbia University and is currently Senior Associate of the Judge Institute of Management Studies at Cambridge University. He has authored ten books on management and marketing. Nicholas O'Shaughnessy is Professor of Marketing at the Keele University in the United Kingdom.