

Driving Customer Appeal Through the Use of Emotional Branding

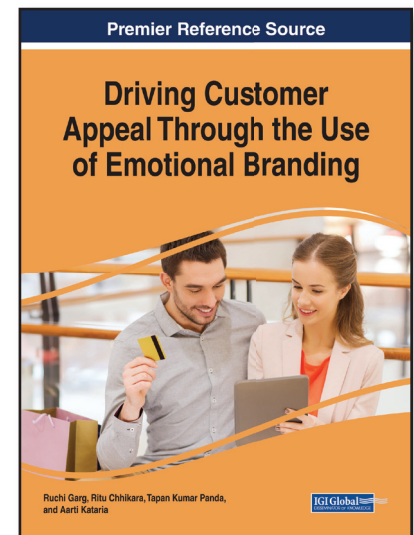
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

The value of advertising has always been an effective way to increase consumerism among customers. Through the use of emotional branding, companies and organizations can now target new and old patrons while building a strong relationship with them at the same time, to ensure future sales.

Driving Customer Appeal Through the Use of Emotional Branding is a critical scholarly resource that examines the responses consumers have to differing advertising strategies, and how these reactions impact sales. Featuring relevant topics such as multisensory experiences, customer experience management, brand hate, and product innovation, this publication is ideal for CEOs, business managers, academicians, students, and researchers that are interested in discovering more effective and efficient methods for driving business.



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Topics Covered:

- Brand Anthropomorphism
- Brand Hate
- Brand Revitalization
- Celebrity Endorsement
- Customer Experience Management
- Customer Loyalty
- Doppelgänger Brand Image
- Marketing Mix Decisions
- Multisensory Experiences
- Product Innovation

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