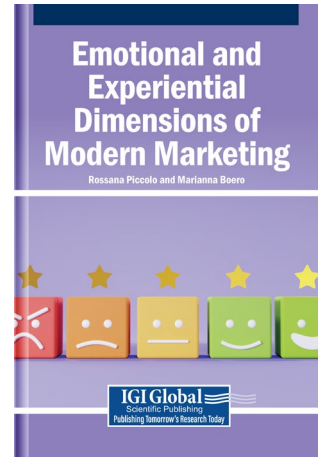


# Emotional and Experiential Dimensions of Modern Marketing

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## Description:

Modern marketing creates deep, emotional connections and memorable experiences that resonate with consumers on a personal level. Brands increasingly rely on storytelling, sensory engagement, and emotional appeal to differentiate themselves and build lasting loyalty. The emotional and experiential dimensions of marketing focus on how consumers feel and what they experience throughout their journey with a brand, from first impressions to post-purchase interactions. This approach recognizes that decisions are heavily influenced by feelings, context, and personal meaning. Understanding and leveraging these human-centered aspects is essential for marketers creating authentic, impactful brand experiences.

**Emotional and Experiential Dimensions of Modern Marketing** explores how modern marketing strategies leverage emotions and immersive experiences to influence consumer behavior and build brand loyalty. It examines the psychological and sensory elements that shape customer perceptions, engagement, and decision-making throughout the brand journey. This book covers topics such as emotional intelligence, neuromarketing, and sustainability, and is a useful resource for business owners, marketers, psychologists, academicians, researchers, and scientists.

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