



Marketing Straight to the Heart: From New Product Development to Advertising -- How Smart Companies Use the Power of Emotion to Win Loyal Customers

Barry Feig

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An intriguing new look at the entire marketing process, in which readers learn how to build "emotion" into every phase of the marketing plan - from product development to positioning to packaging to advertising. What do we mean by "emotion?" A product with emotion says to the customer: "I know who you are. I know what you want." A product with emotion appeals to consumers' self-image, ego, and their desire to feel special.



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