



Emotional Branding (German Edition)

E. Krug

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Die Emotionalisierung der Marke ist die Antwort auf die Produktvielfalt und das enorme Angebot, dem sich heute die Vermarkter stellen müssen. (1) , (2) Emotional Branding verlangt es, das optimale Image für ein Produkt zu kreieren und zu pflegen, das die Gefühle der Verbraucher anspricht. (2) Häufig findet der Prozess der Emotionalisierung Unterstützung im Eventmarketing. (3)

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