

1. Record Nr.	UNINA9910780284203321
Autore	O'Shaughnessy John <1927-2023, >
Titolo	The marketing power of emotion // John O'Shaughnessy, Nicholas Jackson O'Shaughnessy
Pubbl/distr/stampa	New York, New York : , : Oxford University Press, , 2003 ©2003
ISBN	0-19-770335-6 1423763165 1-280-48216-8 1-60256-771-9 1-4237-6316-5 0-19-534866-4
Descrizione fisica	1 online resource (283 p.)
Disciplina	658.8/342
Soggetti	Consumer behavior Consumers - Psychology Marketing - Psychological aspects Advertising - Psychological aspects Decision making - Psychological aspects Emotions - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references (p. [247]-260) and index.
Nota di contenuto	Machine generated contents note: 1 The Scope of Emotion in Marketing, 3 --2 Generating Emotion: Value Systems, Emotive Stimuli, and Appraisal, 35 --3 Generating Emotion: Beliefs and Wishes, 71 --4 Generating Emotion: Emotional Responses, 119 --5 Predicting, Changing, and Influencing Emotional Responses, 151 --6 Branding and Emotion, 179 --7 Emotion in Building Brand Equity, 209 --Notes, 247 --Index, 261.
Sommario/riassunto	This work brings together and analyzes the role that emotion plays in the way companies connect with customers, develop new products, improve their strategic positioning, and increase their brand recognition.

