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Altri autori (Persone)	KrishnaAradhna
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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	An introduction to sensory marketing -- Does touch matter? Insights from Haptic research in marketing / Joann Peck -- Touch : a gentle tutorial with implications for marketing / Roberta L. Klatzky -- Understanding the role of incidental touch in consumer behavior / Andrea C. Morales -- Informational and affective influences of Haptics on product evaluation : is what I say how I feel? / Terry L. Childers and Joann Peck -- Scent marketing : an overview / Maureen Morrin -- The emotional, cognitive, and biological basics of olfaction : implications and considerations for scent marketing / Rachel S. Herz -- Do scents evoke the same feelings across cultures? Exploring the role of emotions / May O. Lwin and Mindawati Wijaya -- The impact of scent and music on consumer perceptions of time duration / Maureen Morrin, Jean-

Charles Chebat, and Claire Gelinias-Chebat -- The sounds of the marketplace : the role of audition in marketing / Joan Meyers-Levy, Melissa G. Bubnitz, and Laura A. Peracchio -- Auxiliary auditory ambitions : assessing ancillary and ambient sounds / Eric Yorkston -- Understanding the role of spokesperson voice in broadcast advertising / Darren W. Dahl -- Hear is the thing : auditory processing of novel nonword brand names / Marina Carnevale, Dawn Lerman, and David Luna -- Visual perception : an overview / Priya Raghubir -- Differences and similarities in hue preferences between Chinese and Caucasians / Amitaba Chattopadhyay, Gerald J. Gorn, and Peter Darke -- Does everything look worse in black and white? The role of monochrome images in consumer behavior / Eric A. Greenleaf -- Effects on visual weight perceptions of product image locations on packaging / Barbara E. Kahn and Xiaoyan Deng -- The gist of gustation : an exploration of taste, food, and consumption / Aradhna Krishna and Ryan S. Elder -- Psychology and sensory marketing, with a focus on food / Paul Rozin and Julia M. Holmes -- Estimating food quantity : biases and remedies / Pierre Chandon -- Do size labels have a common meaning among consumers? / Nilufer Z. Aydinoglu, Aradhna Krishna, and Brian Wansink -- A sense of things to come : future research directions in sensory marketing / Ryan S. Elder ... [et al.].

Sommario/riassunto

"What is sensory marketing and why is it interesting and also important? Krishna defines it as 'marketing that engages the consumers senses and affects their behaviors.' In this edited book, the authors discuss how sensory aspects of products, i.e., the touch, taste, smell, sound, and look of the products, affect our emotions, memories, perceptions, preferences, choices, and consumption of these products. We see how creating new sensations or merely emphasizing or bringing attention to existing sensations can increase a product's or service's appeal. The book provides an overview of sensory marketing research that has taken place thus far. It should facilitate sensory marketing by practitioners and also can be used for research or in academic classrooms."--BOOK JACKET.
