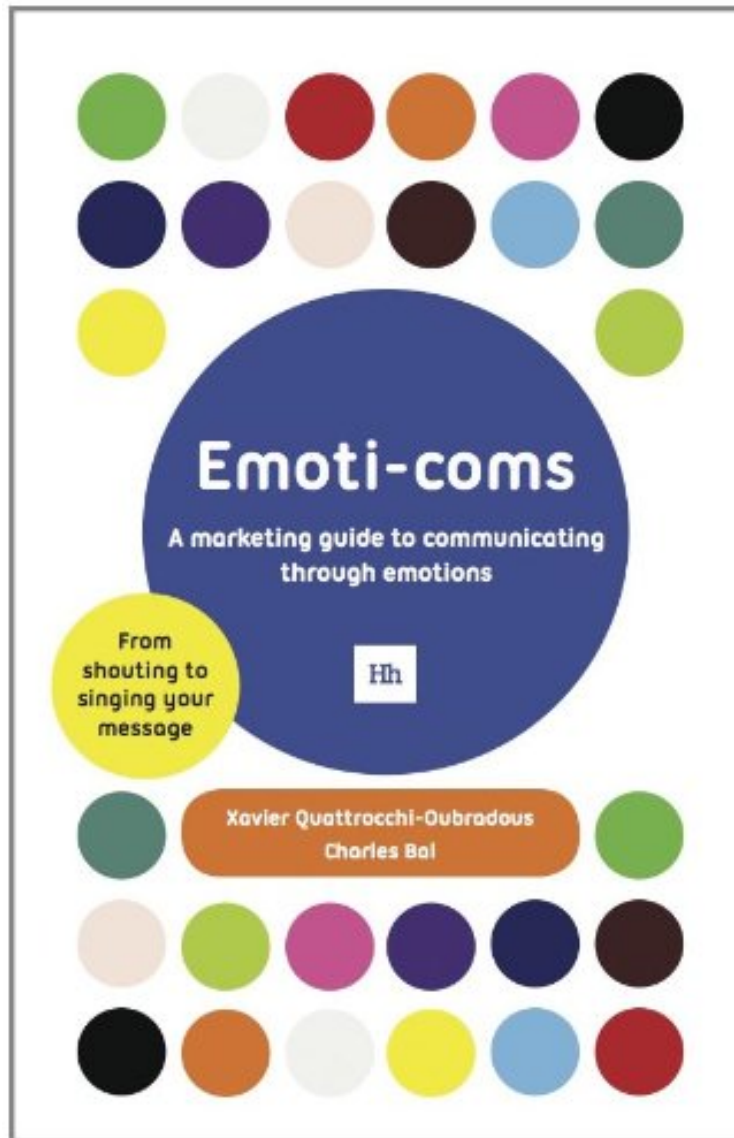


(Ebook free) Emoti-coms: A marketing guide to communicating through emotions

Emoti-coms: A marketing guide to communicating through emotions

Xavier Quattrocchi-Oubradous, Charles Bal
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Marketing is broken. Everyday, consumers are bombarded with thousands of commercial messages, and they have become increasingly adept at screening out or instantly forgetting them. The advertising quest for eyeballs is floundering and research and developments in technology suggest that reaching people will only get increasingly difficult with time. Meanwhile, exciting breakthroughs in neuroscience and psychology have given us greater insights into human emotions than ever before. And important findings suggest that marketing communication - and consumers - can benefit from this. Companies that change their promotional efforts to focus on emotional engagement with their would-be customers can convey values and benefits more accurately, be more persuasive, gain better memorisation, have their marketing go viral with greater speed, and ensure they get the best possible returns from product placement and celebrity endorsement. A share of heart, not a split-second of attention, must now be the goal of all marketers. *Emoti-coms* is the revolutionary guide to this new approach. Lucidly covering the theoretical groundwork and introducing actionable ideas, hints and tips for your own emotion-based campaigns, it also addresses the ethical dimension of this new and powerful way of getting your message out to the world. A fascinating and provocative read for all marketing and communications professionals.

About the Author Xavier Quattrocchi-Oubradous is an artist-turned-investment-banker-turned-media-entrepreneur. After many years of cello practice, trying unsuccessfully to emulate his family roots, he graduated in management at Dauphine University, Paris and in political sciences at Sciences Po, Paris. His business career started with financing industrial projects at investment banks Calyon and GE Capital. He then launched a series of businesses in the marketing and communications industry - including QobliQ, a multinational group offering digital, sponsorship, corporate social responsibility (CSR), social media and experiential marketing services. He has published several articles in *Admap*. Dr Charles Bal was research manager and is now head of brandRapport France, a sponsorship and associative marketing consultancy owned by QobliQ Group. He has developed a new family of sponsorship measurements that take into account the highly emotional nature of sponsorship. As part of a cotutelle agreement between the University of Paris-1 Pantheon Sorbonne (France) and the University of Adelaide (Australia), in 2010 Charles completed a PhD examining the role played by emotions in the sponsorship persuasion process. He has already presented his results at marketing conferences in Europe and Asia-Pacific, and has published his work in several international reviews (*Journal of Sponsorship*, *Asia-Pacific Journal of Marketing Logistics*, *Admap*). Xavier Quattrocchi-Oubradous is an artist-turned-investment-banker-turned-media-entrepreneur. After many years of cello practice, trying unsuccessfully to emulate his family roots, he graduated in management at Dauphine University, Paris and in political sciences at Sciences Po, Paris. His business career started with financing industrial projects at investment banks Calyon and GE Capital. He then launched a series of businesses in the marketing and communications industry - including QobliQ, a multinational group offering digital, sponsorship, corporate social responsibility (CSR), social media and experiential marketing services. He has published several articles in *Admap*. Dr Charles Bal was research manager and is now head of brandRapport France, a sponsorship and associative marketing consultancy owned by QobliQ Group. He has developed a new family of sponsorship measurements that take into account the highly emotional nature of sponsorship. As part of a cotutelle agreement between the University of Paris-1 Pantheon Sorbonne (France) and the University of Adelaide (Australia), in 2010 Charles completed a PhD examining the role played by emotions in the sponsorship persuasion process. He has already presented his results at marketing conferences in Europe and Asia-Pacific, and has published his work in several international reviews (*Journal of Sponsorship*, *Asia-Pacific Journal of Marketing Logistics*, *Admap*).