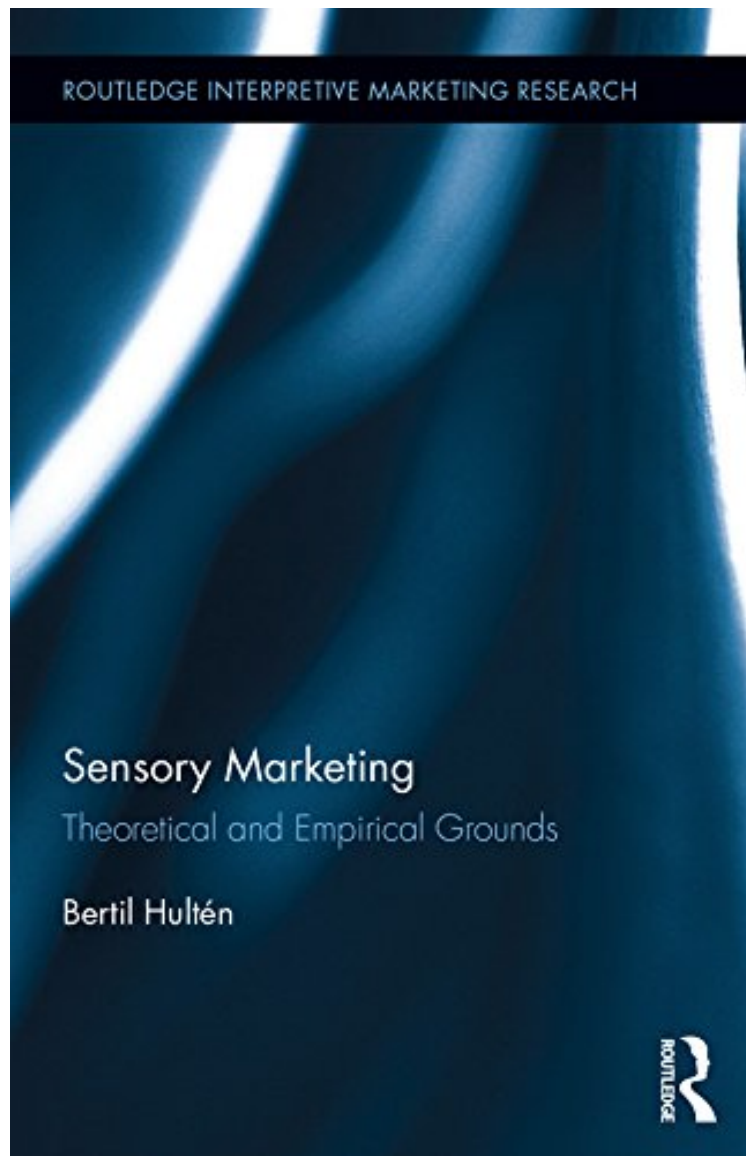


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"As a pioneer in the field of sensory marketing, Bertil Hult is thoroughly familiar with this quickly growing marketing approach. In *Sensory Marketing: Theoretical and Empirical Grounds* he explains theoretical and practical aspects of sensory marketing and puts it into, for example, branding and neuromarketing perspectives. Through an overview of the development of marketing, sensory marketing is also related to a broader marketing context. This book is essential for marketing researchers and practitioners alike." —Christian Gronroos, Professor Emeritus, Hanken School of Economics, Finland

About the Author Bertil Hult is Professor of Marketing at Linnaeus University, Sweden.