

## Emotionomics Leveraging Emotions For Business Success Dan Hill

Emotionomics Understanding the New Business Paradigm in Eastern Europe International Perspectives on Business Innovation and Disruption in Design Napoleon by Andre Castlot The Management Training Tool Kit Influencing How Trump Happened First Blush Choice Emotionomics Brand Child Affected Selling ASAP Winning in the Trust and Value Economy Daily Life in Civil War America, 2nd Edition Organizational Knowledge Dynamics: Managing Knowledge Creation, Acquisition, Sharing, and Transformation Marketing to Women Emotion Marketing: The Hallmark Way of Winning Customers for Life About Face Knowledge and Project Management The New Art of Managing People Brand EsSense Smart Selling on the Phone and Online Face Time Sales 2.0 Decoding Faces Resonant Leadership The Emotions Small Business Valuation Book Emotionomics Napoleon on Project Management Famous Faces Decoded Buyer Personas Mrs. Halliburton's Troubles How Cool Brands Stay Hot Sell More With Sales Coaching Emotionomics The Changing Business Landscape of Romania Body of Truth Leonardo Da Vinci

### Emotionomics

'I believe that 'emotion' is where it's at' Tom Peters For far too long, emotions have been ignored in favour of rationality and efficiency, but breakthroughs in brain science have revealed that people are primarily emotional decision-makers. Many companies have not yet accepted that fact, much less acted on it. In this fully revised edition, Emotionomics will help you to understand emotions in terms of business opportunities - both in the marketplace and in the workplace. In today's highly competitive marketplace where many products look alike, it is the emotional benefit that can make the difference. At the same time, companies with engaged, productive work forces will undoubtedly achieve competitive advantage. Dan Hill's book draws on insights gathered through facial coding, the single best viable means of measuring and managing the emotional response of customers and employees, to help you to leverage emotions for business success in terms of branding, product design, advertising, sales, customer satisfaction, leadership and employee management. Emotions matter and Emotionomics will help you to step closer to customers and employees, but step ahead of your competitors.

### Understanding the New Business Paradigm in Eastern Europe

The third volume of the International Perspectives on Business Innovation and Disruption book series focuses on the role of design innovation in transforming industry practice. An international cast of scholars and practitioners examine how design innovation is impacting the creation of new business models, innovative forms of service delivery, multinational innovation practices, the role of aesthetics and psycho-spatial dynamics in fostering innovation, and the types of design capabilities

found in the most innovative businesses worldwide. Theoretically, many of the chapters focus upon design thinking and conceptualize design as a user centered, empathic and participative practice that allows diverse stakeholders to creatively contribute to business innovation.

### **International Perspectives on Business Innovation and Disruption in Design**

Andre Castelot was a French writer born in Belgium who wrote 65 biographies of famous persons in the History of France. He is perhaps best known for his biography of Josephine. His biography of Napoleon emphasizes not only his military campaigns, but his many love affairs and his many mistresses. It shows how his tumultuous relationship with Josephine influenced and affected his Napoleonic Code. It was because of Josephine's fickleness and unfaithfulness to Napoleon that Napoleon decreed that all women upon leaving their father's houses and entering into matrimony must understand that henceforth they are to be under the control of their husbands. Women cannot be trusted to be free, said Napoleon. Yet, Napoleon was easily influenced by women. On page 299 is recounted an incident where his Governor of Berlin had committed an act of treason, and had been arrested and faced death. Then, the man's wife, who was expecting a child, came and threw herself at the feet of Napoleon, begging forgiveness. With that, Napoleon ordered the man's release, something that Napoleon did not often do. Throughout this book, there are discussions of Napoleon's relationships with women, including his fears that he could not father a child or that a child who had been born was not really his."

### **Napoleon by Andre Castelot**

The blockbuster best seller Primal Leadership introduced us to "resonant" leaders--individuals who manage their own and others' emotions in ways that drive success. Leaders everywhere recognized the validity of resonant leadership, but struggled with how to achieve and sustain resonance amid the relentless demands of work and life. Now, Richard Boyatzis and Annie McKee provide an indispensable guide to overcoming the vicious cycle of stress, sacrifice, and dissonance that afflicts many leaders. Drawing from extensive multidisciplinary research and real-life stories, Resonant Leadership offers a field-tested framework for creating the resonance that fuels great leadership. Rather than constantly sacrificing themselves to workplace demands, leaders can manage the cycle using specific techniques to combat stress, avoid burnout, and renew themselves physically, mentally, and emotionally. The book reveals that the path to resonance is through mindfulness, hope, and compassion and shows how intentionally employing these qualities creates effective and enduring leadership. Great leaders are resonant leaders. Resonant Leadership offers the inspiration--and tools--to spark and sustain resonance in ourselves and in those we lead.

### **The Management Training Tool Kit**

Leonardo is the greatest, most multi-faceted and most mysterious of all Renaissance artists, but extraordinarily, considering his enormous reputation, this is the first full-length biography in English for several decades. Prize-winning author Charles Nicholl has immersed himself for five years in all the manuscripts, paintings and artefacts to produce an 'intimate portrait' of Leonardo. He uses these contemporary materials - his notebooks and sketchbooks, eye witnesses and early biographies, etc - as a way into the mental tone and physical texture of his life and has made myriad small discoveries about him and his work and his circle of associates. Among much else, the book identifies what Nicholl argues is an unknown portrait of the artist hanging in a church near Lodi in northern Italy. It also contains new material on his eccentric assistant Tomasso Masini, on his homosexual affairs in Florence, and on his curious relationship with a female model and/or prostitute from Cremona. A masterpiece of modern biography.

### **Influencing**

"Racism. Sexism. Russian interference. A few thousand votes in key swing states. There are no shortage of explanations for the stunning 2016 election of Donald Trump. In How Trump Happened, political experts Steven Schier and Todd Eberly step back to trace the factors driving his election, arguing that Trump's victory was decades in the making. As Americans prepare once again to cast their presidential ballots, How Trump Happened will be indispensable reading for anyone seeking to understand the current political landscape unprecedented 2016 election and Trump presidency"--

### **How Trump Happened**

Introduces the terminology and principles of valuation, and describes valuations for special situations and special types of companies

### **First Blush**

This book offers a short, handy summary of key facial coding tips from Famous Faces Decoded, along with sensible advice for handling a variety of situations at work or in one's personal life. Readers will find exercises to practice their new-found skills, plus 28 photos of expressions related to lists of the personality traits each suggests.

### **Choice**

The ability to influence and communicate effectively with both colleagues and external partners is a crucial skill. This book is about the ability to influence people. Built around the authors' useful model, it will help you review and reflect upon how

you perform as an influencer; and discuss and review skills, styles, approaches and techniques.

### **Emotionomics**

This book argues that by integrating effective knowledge management (KM) with project management (PM), the overall project success rate can be improved significantly. It brings together the latest ideas and research on shared approaches to improve performance based on the research and experience of academics and practitioners. The structured collection of articles presents novel theoretical approaches and clear empirical evidence of the value of integrating the two distinct fields. It enables readers to better understand the need to merge KM with PM and appreciate the benefits. It also offers researchers an idea of what lies ahead and how to get there, and helps practitioners develop more suitable KM solutions for successful project outcomes.

### **BrandChild**

Marketing expert Martha Barletta presents a business case for why marketing professionals should focus their undivided attention on the largest untapped market in the world - women. She provides a detailed field guide for creating and executing a complete marketing plan that targets women.

### **Affected**

This updated edition adds some new definitions of the emotions, new developments in emotional theory, selected additional references, and a new preface. In its basic volume it outlines in detail a model of primary emotions and their mixtures. It also examines the various problems that have plagued research in this area and shows how the model helps to resolve and clarify these issues. Using material from both psychoanalytic and behavioristic sources, as well as other theoretical viewpoints, this book remains a very comprehensive and valuable study. Originally published by Random House in 1962.

### **Selling ASAP**

First Blush is twice as large in scope as any study ever conducted before that links eye-tracking technology and world-class art works. This book simultaneously draws on facial coding to capture and identify people's quick, real-time emotional responses to 88 notable creations. Across mediums, artists included range from da Vinci and Rembrandt to Van Gogh, Picasso, Warhol, Basquiat, Mapplethorpe, Liebovitz, Koons, and Sherman, among others.

## **Winning in the Trust and Value Economy**

A fully revised and updated edition of *The Art of Managing People*, offering the latest wisdom on crucial guidelines and techniques for creating a positive work environment and increasing productivity and profitability. From the award-winning authors of the bestselling management classic comes the revised and updated edition of *The New Art of Managing People*, featuring eight new chapters on important contemporary business issues such as ethics, diversity, managing conflict, and creating high-performing teams. When a manager establishes a friendly yet productive working atmosphere, the benefits to the entire organization are substantial. Here, Dr. Phillip L. Hunsaker and Tony Alessandra clearly provide practical and accessible strategies, guidelines, and techniques for managing the best team you could possibly have.

## **Daily Life in Civil War America, 2nd Edition**

## **Organizational Knowledge Dynamics: Managing Knowledge Creation, Acquisition, Sharing, and Transformation**

## **Marketing to Women**

To its millions of loyal customers world-wide, the Hallmark brand stands for more than just greeting cards; it embodies the elusive item every company hopes to capture—the customer's heart. Hallmark has found that one of the keys to attaining superior customer loyalty is through emotion. Now for the first time, Hallmark reveals its groundbreaking strategy: Emotion Marketing. This strategy can help any company create an emotional bond with customers for a competitive advantage in the marketplace. Emotion Marketing will reveal:

- How emotion works to cement customer loyalty
- The 3 Emotional E's—Equity, Experience, and Energy

Scott Robinette (Kansas City, MO) is General Manager of Hallmark Business Expressions. Claire Brand (Kansas City, MO) is Customer Marketing Manager at Hallmark. Vicki Lenz (Atlanta, GA) is a writer, consultant, and speaker on business, leadership, and marketing.

## **Emotion Marketing: The Hallmark Way of Winning Customers for Life**

The world of selling keeps changing, and inside sales professionals are on the front line. More than ever, they need powerful tools to open stronger, build trust faster, handle objections better, and close more sales. Based on the author's *TeleSmart 10 System for Power Selling*, *Smart Selling on the Phone* and *Online* pinpoints the ten skills essential to high-efficiency, high-

success performance. Sales professionals will learn how to:

- Overcome ten different forms of “paralysis” and reestablish momentum
- Sell in sound bites, not long-winded speeches
- Ask the right questions to reveal customer needs
- Navigate around obstacles to get to the power buyer
- Prioritize and manage their time so that more of it is spent actually selling

• And more

Combining an accessible text with clear graphics and step-by-step processes, *Smart Selling on the Phone and Online* will help any rep master the world of “Sales 2.0” and become a true sales warrior!

### **About Face**

Based on extensive research into newly discovered documents, this new edition of the popular volume offers an updated look at the daily lives of ordinary citizens caught up in the Civil War.

- Includes excerpts from a wide range of first-person original writings, including diaries, letters, journals, and newspaper articles
- Presents over 50 images, including photographs, posters, and contemporary illustrations, much of it from the author's own collection

### **Knowledge and Project Management**

Most people learn best through experience. Yet new managers are often tossed on to the front lines with absolutely no experience handling the toughest challenges theyÆll face: people problems. The Management Training Tool Kit includes all the tools you need to prepare your managers for anything. It supplies real-life case studies and analysis exercises for troubleshooting problems such as plummeting morale, interpersonal conflict, decreased productivity, disruptive employees, sexual harassment claims, and more. This innovative training guide features:

- ò 35 succinct yet nuanced case studies that examine common challenges
- ò Probing discussion questions that help pinpoint core issues
- ò Practical solutions that can be put to use resolving problems
- ò Role-playing exercises that bring the case studies alive
- ò Guidelines that help trainers lead with skill and accuracy

New managers will make mistakes. But The Management Training Tool Kit will help them overcome obstacles with skill and confidence.

### **The New Art of Managing People**

'I believe that 'emotion' is where it's at' Tom Peters

For far too long, emotions have been ignored in favour of rationality and efficiency, but breakthroughs in brain science have revealed that people are primarily emotional decision-makers. Many companies have not yet accepted that fact, much less acted on it. In this fully revised edition, *Emotionomics* will help you to understand emotions in terms of business opportunities - both in the marketplace and in the workplace. In today's highly competitive marketplace where many products look alike, it is the emotional benefit that can make the difference. At the same time, companies with engaged, productive work forces will undoubtedly achieve competitive advantage. Dan Hill's

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### **Brand EsSense**

Promoting organizational knowledge is an important consideration for any business looking toward the future. Understanding the dynamics of knowledge-intensive organizations is a crucial first step in establishing a strong knowledge base for any organization. *Organizational Knowledge Dynamics: Managing Knowledge Creation, Acquisition, Sharing, and Transformation* introduces the idea that organizational knowledge is composed of three knowledge fields: cognitive knowledge, emotional knowledge, and spiritual knowledge. This book is useful for graduate students, researchers, and practitioners in knowledge management, intellectual capital, human resources management, change management, and strategic management.

### **Smart Selling on the Phone and Online**

How can you create meaningful connections with customers in the digital space? The rapid emergence of new technologies has revolutionized the way companies build relationships and interact with their customers. Today, it's more important than ever to have an emotional understanding of customers and how they feel about a product, service, or business, even when your primary interactions are via digital channels. *Affected* goes beyond influencing behaviors to understanding cognition and emotion as a way to better connect with customers in the digital space. In it, Wrigley and Straker offer a new approach—one that examines channel relationships and useful concepts for clarifying and refining the emotional meaning behind company strategy and their relationship to corresponding channels. Using case study examples from and over a decade of primary research in the area, they discuss the process and impact of such emotionally aware channel designs. Spanning entrepreneurial start-up techniques of wunderkind artist Cj Hendry through to the lucrative retail sector of luxury brand Burberry, this seminal book offers multi-channel design approach that can show companies how to select, design, and maintain digital engagements based on their strategy and industry needs. Shows businesses how they can better understand and engage with customers digitally Demonstrates how to gain competitive advantage by integrating design methods into corporate strategy Provides multi-channel approaches for how businesses can select, design, and maintain digital engagements Establishes a clear framework for analysing and applying the right strategy for your digital engagement Connecting and engaging with customers is pivotal to business success, but in the digital space the old methods just won't cut it. With *Affected*, you'll find the tools and techniques you need to find your customers where they

are.

### **Face Time**

The aim of this publication is to present the universal model of building business success in our hectic times. Kozielski built the idea of “four-leaf clover” based on the experiences of companies competing on both the developed and emerging markets. It seems to be the first publication in which such comparison and confrontation were made.

### **Sales 2.0**

What is it about Napoleon Bonaparte that has led recognized leaders such as General George S. Patton to study his principles-and countless books on management and leadership to quote his maxims? What lessons can today's project managers and leaders learn from Napoleon's successes and failures? Napoleon on Project Management explores the key principles behind Napoleon's successes, the triggers that led to his downfall, and the lessons to be learned from his ultimate demise-and applies these lessons to modern-day project management and leadership at all levels.

### **Decoding Faces**

Romania stands at the crossroads of Europe, Asia, and the Middle East. Since 1990, when the country experienced the bloodiest revolution of all of the Warsaw Pact members, Romania has gone through withering change. While the formal transition from a totalitarian, communist state was completed in 2007 with Romania's accession into the European Union, the adaptation of the nation's people and business climate to a market-based economy is a daily occurrence. In the 2000's, in the lead up to EU accession, Romania was one of the largest recipients of Foreign Direct Investment in the world. While multinational corporations poured in hundreds of billions of dollars, there was also a restructuring of the way business was conducted. Western systems of management and organization—foreign to most Romanian academics and business people—almost overnight transformed the way the marketplace was perceived. Romania's entrepreneurs were quick to adapt to the new ways, leveraging new opportunities in the environment. Fortunes were made. Multinationals also burgeoned in Romania. Companies like Microsoft, General Electric, Timken, Kraft, P&G, Renault and dozens of others successfully took advantage of the possibilities created by a relatively well-educated population that was moving into the middle class. For the most part, however, researchers and scholars were caught off guard by the quickening pace of business change in Romania. Only until very recently has the academic community at large been able to wade through the murkiness and begin to see what the new landscape looks like. It is the purpose of this edited volume, which includes the work of some of Romania's finest business scholars, to provide even greater clarity to the current and future scene.

Moreover, the experience in Romania helps shed light on the dynamics of economic and business transition throughout Eastern Europe, the Middle East, and other emerging regions, with implications for practice, policymaking, and research.

### **Resonant Leadership**

For far too long, emotions have been concealed behind closed doors and ignored in favor of rationality and efficiency. But as businesses are forced to forge emotional connections in this age of commoditization, emotions are now front-and-center. Emotionomics opens this long locked door and shows the importance of leveraging emotions in business.

### **The Emotions**

Praise and Reviews "This is a must read book Lindstrom provides fascinating stories taking you into the mental and emotional life of this new generation" - Philip Kotler, S C Johnson & Sons Distinguished Professor of International Marketing, Northwestern University, Kellogg School of Management "BRANDchild will be a valuable addition to our industry's literature." - Lester Wunderman, Chairman Emeritus and founder of Wunderman Cato Johnson "Lindstrom's fascinating tour-de-force may have you staying awake for 60 hours in order to mine the kids-focused marketing wisdom." - Stann Rapp, MRM Partners Worldwide and co-founder of Rapp Collins Tweens (8- to 14-year-olds) are an increasingly powerful and smart consumer group that spent \$300 billion across the globe last year and influenced another \$350 billion spend through their parents. Based on the world's most extensive study of tween attitudes and behaviours, and now available in paperback, BRANDchild is the first book to look in-depth at the phenomena behind global kids and their relationships with brands. Conducted by Millward Brown, the leading global market research agency, the BRANDchild survey involved several thousand kids from more than 70 cities in 14 countries (throughout Europe, Asia, the United States and South America). Several renowned experts share their unique views on kids' trends and fascinating marketing techniques. Packed with practical advice on how to create kids' brands, including more than 50 previously unpublished case studies, BRANDchild proposes innovative ways of marketing to this young audience.

### **Small Business Valuation Book**

Sales coaching tools and strategies to help you sell more Sales executives and business leaders are looking for ways to increase their revenues without major changes to their technology, processes or workforce management. When done effectively, sales coaching can be the catalyst that improves sales results, team morale and employee retention. Sell More with Sales Coaching provides results-proven sales coaching material that includes assessment, exercises and sales coaching questions. As a result of applying the tools and strategies in this book, sales leaders and teams will drive higher

revenues and performance by: Assessing team members' sales capacities Determining what type of coaching is needed on an individual basis Identifying sales mistakes being committed by salespeople Coaching salespeople to avoid committing sales mistakes Improving the quality of sales conversations Increasing the quality of conversations within the team Leveraging the use of CRM during sales coaching The author's company, the Coaching and Sales Institute, has worked with large sales forces and provided training for the launch of the debit card, and one of the fastest-growing divisions of the Royal Bank of Canada.

### **Emotionomics**

For far too long, emotions have been ignored in favor of rationality and efficiency. Breakthroughs in brain science have revealed that people are primarily emotional decision-makers. Many companies have not yet accepted that fact, ignoring emotion in favor of rationality and efficiency. Even fewer have acted on it. Emotionomics looks at emotions in terms of business opportunities, both in the marketplace and in the workplace. In today's highly competitive marketplace where many products look alike, a product's emotional benefit can make the difference. Moreover, a company with an emotionally engaged workforce will undoubtedly achieve competitive advantage. A revised edition that replaces the 2007 release, Dan Hill's book draws on insights gathered through facial coding, the single best viable means of measuring and managing the emotional response of customers and employees. It shows how to leverage emotions for business success in branding, product design, advertising, sales, customer satisfaction, leadership, and employee management. Emotions matter, and this book will help readers not only step closer to customers and employees, but also to step ahead of competitors.

### **Napoleon on Project Management**

Two Silicon Valley insiders reveal the emerging Sales 2.0 trend and how companies can profit from it Sales 2.0 explores the emerging Sales 2.0 phenomenon, how it is characterized, why it is imperative for a company's long-term success, and how anyone can get started with this new approach to generating revenue. Driven by an explosion of online products and changing customer buying preferences, Sales 2.0 is the marriage of Web 2.0 technologies with innovative sales processes. The book shows readers how to redeploy their sales teams for greater bottom-line results and reveals all the differences between Sales 2.0 and traditional selling. Through real world case studies, readers will learn how industry leaders achieved phenomenal results and a competitive advantage. Applicable to sales teams in any industry, Sales 2.0 presents the future of sales today.

### **Famous Faces Decoded**

Named one of Fortune Magazine's "5 Best Business Books" in 2015 See your offering through the buyer's eyes for more effective marketing Buyer Personas is the marketer's actionable guide to learning what your buyer wants and how they make decisions. Written by the world's leading authority on buyer personas, this book provides comprehensive coverage of a compelling new way to conduct buyer studies, plus practical advice on adopting the buyer persona approach to measurably improve marketing outcomes. Readers will learn how to segment their customer base, investigate each customer type, and apply a radically more relevant process of message selection, content creation, and distribution through the channels that earn the buyers' trust. Rather than relying on generic data or guesswork to determine what the buyer wants, the buyer persona approach allows companies to ask the buyer directly and obtain more precise and actionable guidance. Buyer personas are composite pictures of the people who buy solutions, services or products, crafted through a unique type of interview with the people the marketer wants to influence. This book provides step-by-step guidance toward implementing the buyer persona approach, with the advice of an internationally-respected expert. Learn who buys what, and why Understand your buyer's goals and how you can address them Tailor your marketing activities to your buyer's expectations See the purchase through the customer's eyes A recent services industry survey reports that 52 percent of their marketers have buyer personas, and another 28 percent expect to add them within the next two years – but only 14.6 percent know how to use them. To avoid letting such a valuable tool go to waste, access the expert perspective in Buyer Personas, and craft a more relevant marketing strategy.

### **Buyer Personas**

Selling ASAP combines both timely and timeless components of selling to help professionals achieve their sales objectives in today's fast-paced business world. As the authors demonstrate, rapidly changing customer expectations have led to a dramatic shift in the business of selling. Customers no longer want product experts -- they want trusted advisors. This invaluable guide stresses the importance of viewing a sale not as a one-time encounter but as an opportunity to build a long-lasting, mutually beneficial relationship. Utilizing sound academic research and solid business practices, the authors provide strategies for better anticipating client needs and prescribing solutions that build value over time. The professional edition of Selling ASAP includes numerous practical tips, such as how to behave during a sales call, what language to use or avoid, and how to complete a transaction and begin a profitable business relationship. In addition to covering the fundamentals, Selling ASAP offers innovative sales techniques -- backed by extensive research -- for the modern salesperson.

### **Mrs. Halliburton's Troubles**

This second edition of Famous Faces Decoded features photographs of select celebrities, augmented with arrows and

circles to identify the facial muscle movements that reveal emotional displays. Famous Faces Decoded helps readers become fluent in reading the language of facial expressions to boost their emotional intelligence. This book is full of lively stories about stars you know, or think you know, from the realms of Hollywood, music, sports, and the media, to leading politicians and business people. The examples highlight celebrities from four eras: The Silent Generation, Baby Boomers, Gen X-ers, and Millennials. From whom to hire, to sales, negotiations, and interacting with your boss, colleagues or customers, as well as in dating, marriage or handling your kids, Famous Faces Decoded will help anyone keen on securing more steadfast rapport with others.

### **How Cool Brands Stay Hot**

Branding has reached a new frontier. In the future brands will have to appeal to more than one or two of the classic five senses. Branding expert Neil Gains shows both the science and the practical applications of how this can be done, and links symbolism and storytelling to sensory experience in brand marketing. Drawing on the latest research and design thinking he shows how brands can link storytelling archetypes and symbolism to customer experience to build a multi-sense phenomenon,. This groundbreaking book provides innovative branding tools for evaluating where a brand is on the sensory and storytelling scale, analyzing its potential and giving it a clear pathway to optimizing its unique sensory appeal.

### **Sell More With Sales Coaching**

In this witty, fast-paced look at a historic presidential race, Hill is uniquely able to analyze the emotional dynamics at play. Using a scientific tool, facial coding, he reads the faces of the candidates and voters alike to gauge who's authentic, and when-who's emotionally engaged, and how much-and when the candidates' advertising is working or falling flat.

### **Emotionomics**

If you want to be successful in this economy, the first thing to realize is just how incredibly different it is. No matter what the experts and business gurus are saying or predicting, the truth is that no matter what the economy does - whether it goes up or goes down - your customer has forever changed and that change will impact you and your entire business. Winning in the Trust and Value Economy is a practical how-to book for business owners, entrepreneurs, sales managers and other professionals looking to stay competitive in today's market. It offers insights into the psychology of today's customer, and reasons why the importance of customer engagement, experience, and personal connection has increased. It offers specific tips and techniques to guide a business through changes necessary to not only stay afloat, but to thrive in a way that is enjoyable for all involved. It's a book written on the principle that today's change must not be ignored, that this

change is different, an economy we've never experienced before.

## **The Changing Business Landscape of Romania**

### **Body of Truth**

Once advertising was all about being 'on-message' and getting talking points right. But breakthroughs in brain science have confirmed what we all know but don't often admit to in business: people are primarily emotional decision-makers. From podcasting, blogs and forums to interactive ads in stations, the heart of the matter is now the consumer's experience as opposed to the company's marketing message. About Face shows how 21st century advertising can realize success by being 'on-emotion' first and foremost. Using data from eye tracking and facial coding to analyse consumer responses, About Face demonstrates exactly which advertising strategies are successful and why. Moving beyond the old Ps of product, price, place and promotion, Dan Hill outlines ten rules for emotionally effective advertising including simplicity, familiarity, relevancy and believability. Emotions rule decision making. About Face shows you that by focussing on the three new Ps of passion, purpose and personality, your campaigns can become more effective and emotionally engaging, taking you closer to the consumer.

### **Leonardo Da Vinci**

How Cool Brands Stay Hot reveals what drives Generation Y, the most marketing savvy and advertising-critical generation, and how you can develop the right brand strategies to reach this group which, at three times the size of Generation X, has a big impact on society and business. Packed with qualitative and quantitative research plus creative ideas on how to position, develop and promote brands to the new consumer generation, it explains the five crucial steps or dimensions on how to stay a cool youngster brand. The first edition of How Cool Brands Stay Hot won the prestigious 2012 Berry-AMA Book Prize for the best book in marketing and Expert Marketer's Marketing Book of the Year 2011. This fully updated second edition incorporates additional years of extensive research and includes new case studies and 18 interviews with global brand and marketing executives of successful brands such as Converse, Heineken, Diesel, Coca-Cola, MasterCard, eBay, and the BBC.

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