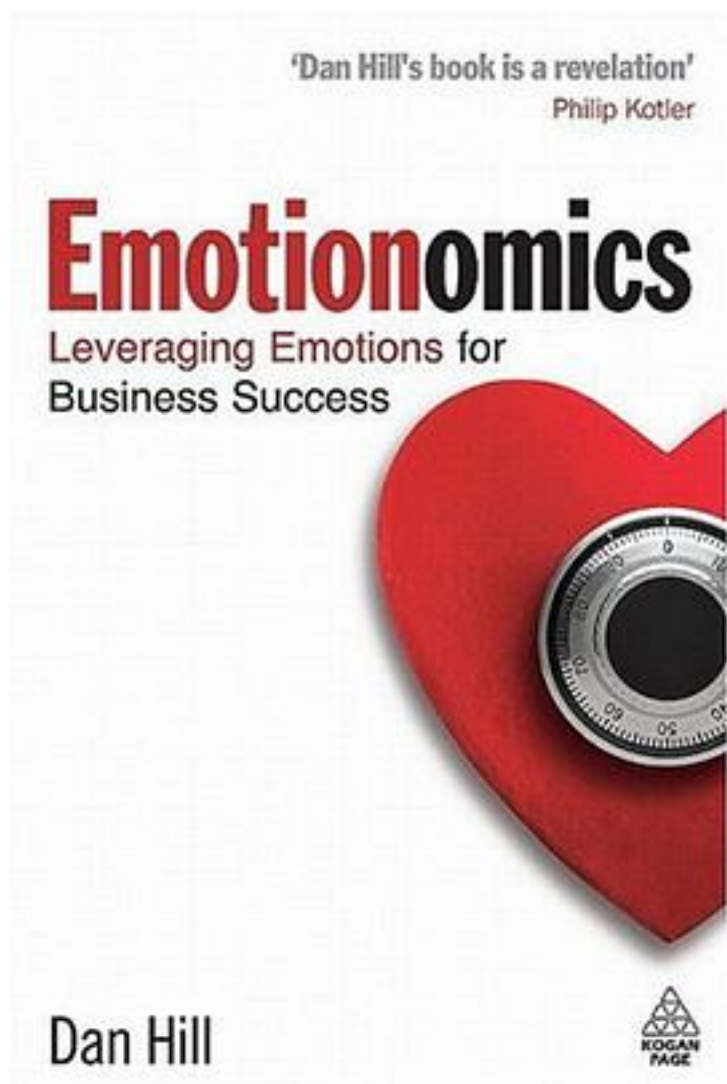


Emotionomics



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著者:Dan Hill

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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.

作者介绍:

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标签

营销

经济

管理

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成长

思维

商业

psychology

评论

YY，虚张声势，牵强，自以为是，都占上了。除了Part I，其他的都不用看。

怎么感觉通篇都在宣传他的Sensory logic和FACS有多好呢？

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书评

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