

PHILADELPHIA UNIVERSITY LIBRARY

Online Catalogue

Emotional branding: the new paradigm for connecting brands to people



Author Gobe, Marc (Author)

Publication Data New York: Allworth Press, 2001

Physical Description XXXII, 319p

Subject Area Management

Subject Headings BRAND NAME PRODUCTS BRAND NAME PRODUCTS -- MARKETING CONSUMERS'

PREFERENCES MOTIVATION RESEARCH --

MARKETING

Call Number 658.827 GOB

Philadelphia University Library 201