

Emotionomics Leveraging Emotions For Business Success Dan Hill

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Emotionomics: Leveraging Emotions for Business Success by Dan Hill (Beaver's Pond Press) builds on the premise that [facial coding,] the interpreting of the often involuntary expressions our faces make (sometimes called microexpressions), can be used to better understand our real emotions, reactions, and intentions.

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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.

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"Emotionomics" looks at emotions in terms of business opportunities, both in the marketplace and in the workplace. It shows how to leverage emotions for business success in branding, product design, advertising, sales, leadership, and employee management.

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Dan Hill: Emotionomics; Leveraging Emotions for Business Success / 08 Jan 2020 / principus / 0 Comment. Management, Poslovno svetovanje, Prodaja, Razvoj družbe, Splošna ekonomija. In business, the reason for ignoring emotions has been that, according to the popular view, emotions can't be quantified and put into a spreadsheet. The thinking ...

Emotionomics - Neuromarketing

As our summary of Emotionomics: Leveraging Emotions for Business Success, by Dan Hill, explains, the key to winning over people is to make a sensory-emotional connection through superior creativity and empathy. How? By exploiting the latest breakthroughs in brain science to transform how companies conduct business in the 21st century.

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