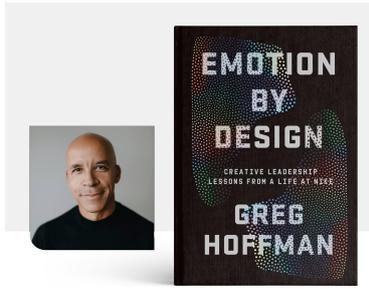


Recommended by Henk Niessenhuis, Ogilvy Amsterdam



Emotion by Design

'No, we don't sell products, marketers tell stories'

A Brand builds a creative advantage through the fostering of a strong culture of creativity, which leads to the consistent ability to construct powerful emotional bonds with its customers. It is all about the power of human connection, the way in which a Brand can matter in someone's life and can impact positive change. Now more than ever, it's important for a Brand to be more human in this age of automation. It is about how customers feel about themselves to achieve their aspirations and dreams. Rather than just like the Brand.

Start reading or listening

The global Reading Club also recommends:



Let my people go surfing

The Patagonia Brand story

Yvon Chouinard – founder and once owner of Patagonia – developed over the period of decades a very distinctive culture in his company. A culture how people can lead a rich and rounded life. Attracting people with a collective single-minded mission: Saving the earth. A Brand that will exist a hundred years from now.

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30/45 min read



15/30 min read



15 min study



20/30 min listen

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