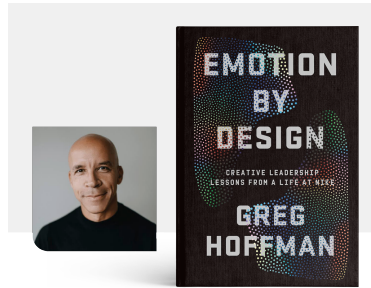


Recommended by Henk Nieuwenhuis, Ogilvy Amsterdam



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.

Go to book

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.



30/45 min read



15/30 min read



15 min study



20/30 min listen

Join as an editor

Everybody can qualify to read and edit a book, wherever you are in the Ogilvy or WPP global network. Although generative AI models can summarize books, we must stick to human intuition and contextual relevancy and understanding focusing on insights, creative thoughts and inspiration by judging every sentence building an engaging story of books. All books are recommended by Ogilvy and WPP key people. Visit our [about page](#) on the Global Reading Club platform, to see who participated as a reader/editor. Participation is on a voluntary basis.

Join as a reader/editor

Coming soon:



Listen to us on Spotify

Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. [Contact us](#) if you are interested in becoming a reader/editor.

Share this newsletter

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

powered by Ogilvy