



Emotionomics: Leveraging Emotions for Business Success

By 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.

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Editorial Review

Review

"The large number of examples illustrating the divide between stated and actual response to an ad or product, and the convincing explanations of why some products and ad campaigns worked and some didn't, making *Emotionomics* a must-read for any marketer wanting a different set of insights into customer behavior."

-www.neurosciencemarketing.com

"Dan Hill's book is a revelation." - **Philip Kotler**

"[C]ompelling conclusions and insight... an artful and skilled discourse on the business of life." -

brandchannel.com

"getAbstract recommends Hill's groundbreaking book to executives and managers in all fields, but especially to human resources and marketing professionals." - **getAbstract**

Entrepreneurs, business consultants, advertising agencies, sales force managers, product design firms, designers, brand managers, brand manufacturers, marketing/sales professionals and business students.

"Get ready for a wild ride." - **Seth Godin**

Review

"80% of decisions are made emotionally. And today's business winners will be those who best connect emotionally and empathetically. Reading *Emotionomics* gives you a head start."

Review

"*Emotionomics* is a truly unique read. Mr. Hill's cutting edge applications of sensory, emotional, and rational research are a must for today's business environment."

Users Review

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