

Emotionomics: Leveraging Emotions For Business Success

By Sam Simon, Dan Hill

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'I believe that 'emotion' is where it's at' Tom Peters For far too long, emotions have been ignored in favour of rationality and efficiency, but

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It shows how to leverage emotions for business success in branding, product design, advertising, sales, customer satisfaction, leadership, and

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In Emotionomics: Leveraging Emotions for Business Success, Hill connects readers to the feelings within them that were once nearly impossible to measure.

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Dan Hill : MarketingProfs Author -

SensoryLogic.com) and the author of Emotionomics: Leveraging Emotions for Business Success. His latest book is About Face: The Secrets of Emotionally

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Boston, MA: Harvard Business School Press. Hill, D. (2009). Emotionomics: Leveraging emotions for business success. London: Kogan Page. Hofstede, G.

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Hill, author of a book called Emotionomics: Leveraging Emotions for Business Success, said people were fundamentally emotional