

# How Does It Make You Feel?: Why Emotion Wins The Battle Of Brands By Daryl Travis

**By Daryl Travis**

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Daryl Travis. Brandtrust. Daryl Travis is CEO of Brandtrust and author of "How Does It Make You Feel? Why Emotion Wins the Battle of Brands." Follow him at @BTCEO.

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How Does It Make You Feel? Why Emotion Wins The Brandtrust Founder and CEO, Daryl Travis, he is a highly sought after speaker on the power of brands and why

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Daryl Travis is the author of Emotional Branding (3.80 avg rating, 20 ratings, 1 review, published 2000), How Does It Make You Feel? (4.50 avg rating, 4

Why do people consume? This this refers to the experience of positive emotion in the Why emotion wins the battle of brands', Daryl Travis notes that following

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