

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

By Daryl Travis

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Feb 05, 2014 Fortune Brands, the is that it s an absolutely necessary emotion. but you ll be surprised by how calm you feel afterward and how much

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.

if you could only ask one question, and CEO, Daryl Travis, advises many of the top brands in the *How Does It Make You Feel? Why Emotion Wins The Battle of*

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We ve compiled some expert advice into this comprehensive guide to help any ad agency scale their business more confidently and effectively.

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Harrison Yates is the author of How Does It Make You Feel? Why Emotion Wins The Battle of Brands (4.00 avg rating, 2 ratings, 0 reviews, published 2013)

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Brandtrust Founder and CEO, Daryl Travis, advises many of the largest and best brands in the world on how to create lasting emotional brand connections in the age of

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