

# Emotional Value: Creating Strong Bonds With Your Customers By Janelle Barlow

By Janelle Barlow

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& Maul, D. (2000). Emotional value: Creating strong bonds with your customers. San Using emotional labour to create and maintain relationships in service

<http://www.ukessays.com/essays/management/the-significance-of-emotional-labour-management-essay.php>

durable monogamous or polygamous relationships will typically be accompanied by affectional or emotional bonding a strong social bond Create account; Log

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Creating an Emotional Bond In business your most valuable customers are the ones who have a strong emotional Fair value exchange is what

<http://www.dmnews.com/customer-experience/creating-an-emotional-bond-with-consumers/article/313505/>

The purpose of emotional branding is to create a bond between the consumer and the product by American Airlines has a strong identity but Virgin Airlines

[http://en.wikipedia.org/wiki/Emotional\\_Branding](http://en.wikipedia.org/wiki/Emotional_Branding)

Without a strong emotional connection, it is doomed to frustrate one or both partners and ultimately a couple creating a strong emotional bond will feel at ease.

[http://www.lifescrpt.com/well-being/articles/h/how\\_to\\_build\\_an\\_emotional\\_connection.aspx](http://www.lifescrpt.com/well-being/articles/h/how_to_build_an_emotional_connection.aspx)

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<http://torontosnumber1datedoctor.com/blog/the-bonds-that-hold-your-ex-to-you/>

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<http://deniseleeyohn.com/wp-content/uploads/2015/08/DLYohn-blog.researchworks.com-Does-Emotional-Connection-Really-Belong-in-Sales-and-Marketing-Expert-Quote.pdf>

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