

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

By Janelle Barlow

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

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Janelle Barlow Keynotes. Bio; Creating Strong Bonds with Your Customers; Emotional Value, Creating Strong Bonds with Your Customers.

http://www.tmius.com/?page_id=2013

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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

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Janelle Barlow (Author of A Complaint Is a Gift) -

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