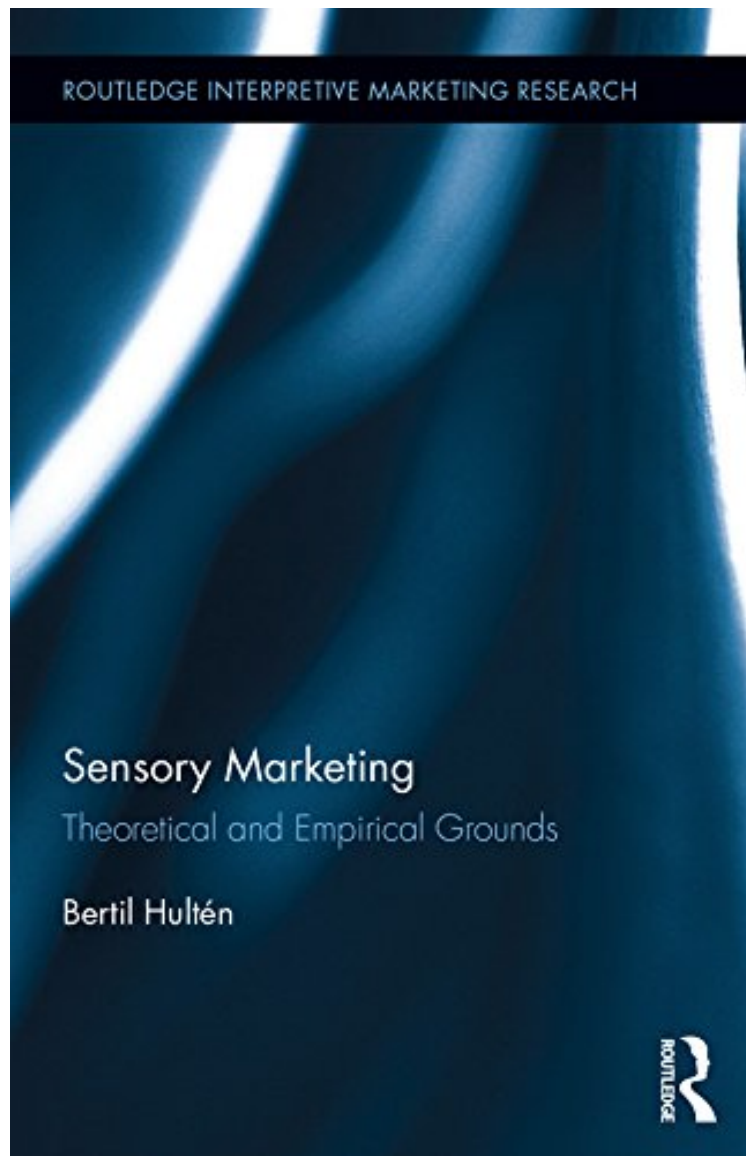


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Sensory Marketing: Theoretical and Empirical Grounds (Routledge Interpretive Marketing Research)

Bertil Hultén

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Bertil Hultén : Sensory Marketing: Theoretical and Empirical Grounds (Routledge Interpretive Marketing Research) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sensory Marketing: Theoretical and Empirical Grounds (Routledge Interpretive Marketing Research):

Sensory Marketing offers a global view of the use of senses in marketing strategy based on consumers' perception and behaviour. Integrating the company constraints and classical approaches of branding and communication, the author presents sensory marketing as an emergent marketing paradigm in theory and practice. This book will be an important contribution that will provide useful reading for marketing scholars and consumer psychologists across the world.

"As a pioneer in the field of sensory marketing, Bertil Hult is thoroughly familiar with this quickly growing marketing approach. In *Sensory Marketing: Theoretical and Empirical Grounds* he explains theoretical and practical aspects of sensory marketing and puts it into, for example, branding and neuromarketing perspectives. Through an overview of the development of marketing, sensory marketing is also related to a broader marketing context. This book is essential for marketing researchers and practitioners alike." —Christian Grönlund, Professor Emeritus, Hanken School of Economics, Finland

About the Author Bertil Hult is Professor of Marketing at Linnaeus University, Sweden.