



Sensory Marketing

By B. Hultén, N. Broweus, M. van Dijk, Marcus van Dijk

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The book covers the ongoing shift from mass-marketing and micro-marketing to sensory marketing in terms of the increased individualization in the contemporary society. It shows the importance in reaching the individuals' five senses at a deeper level than traditional marketing theories do.

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Editorial Review

Review

"All indications point to Sensory Marketing as the next frontier of strategic marketing. Bertil Hultén and his colleagues capture the essence of Sensory Marketing as it embodies the entire brand experience. They clearly establish the relevance of the five senses to marketing strategy formulation from targeting customers and differentiating the product/service to positioning it in the customers' mind. Equally important is that they proceed from marketing strategy formulation to its implementation conveying to the readers the role of the five senses in creating, communicating and delivering the value. The authors' presentation is grounded in consumer psychology and behavior. Therefore, it is a must read for marketing academicians and practitioners alike." - Adel I. El-Ansary, Donna L. Harper Professor of Marketing, Chairman, Marketing and Logistics, Coggin College of Business, University of North Florida , USA

"To increase sales it is important to offer price worthy products to the customers. However, as Bertil Hultén and his co-authors shows in this interesting and readable book 'Sensory Marketing', successful marketing is so much more in contemporary society. I can strongly recommend the book to both practioners, marketing students and scholars." - Fredrik Bergström, Analysis& Strategy Director, Ph.D, WSP Group

"The five senses are part of customers' perception of goods and services. However, this has not been included in marketing models and the literature on this topic is scarce. Therefore, this book on Sensory Marketing fills a major gap in the marketing literature. It elaborates in-depth on sensory experiences and develops a sensory marketing framework for managers and students alike. It also extends our understanding of customers' brand experiences and places it in a sensory marketing context." Christian Grönroos, Professor of Service and Relationship Marketing, Hanken School of Economics, Helsinki, Finland

"Sensory marketing offers insights and ideas that apply to marketing management practice. The book is innovative and thought-provoking and gives a deeper perspective upon the consumer. It is a valuable tool for more integrated and efficient marketing in a world of complex targets groups and an increasingly fragmented media world." - Charles Larsson, Marketing Director, Steen& Ström

"Sensory Marketing is a challenging book setting out to argue that the field of so-called experiential marketing applies to a much wider set of products and services. In doing this it is well and clearly argued and assembles an impressive array of scholarly references and practical examples." - Robin Wensley, Professor of Policy and Marketing, Director of ESRC/EPSRC AIM Research Initiative, Warwick Business School, UK

"The book is fantastic. It's a strong source of inspiration for those marketing, and product departments already applying sensory marketing. For those companies still too traditional to attempt to trigger the human senses in a more strategic way, this book will push them forward." - Johan Åhlén, Planner Market Communication, Scandinavian Airlines (SAS)

"Sensory Marketing shows new innovative ways for marketers in emphasizing the need for an emotional link to the customer. This is practical consumer research. The book is a gold mine for researchers, marketers, consultants and students." - Sten Söderman, Professor, Stockholm School of Business, Stockholm

"The authors describe in a systematic way how our senses impact our decisions and impulses in everyday life. At the same time an eye-opener and excellent tool for marketing management practice." - Johan Åberg,

CEO, Bauhaus Sweden

About the Author

Dr. BERTIL HULTÉN is an Associate Professor at the Baltic Business School (BBS), the University of Kalmar, and Research Affiliate at the Swedish Retail Institute (HUI), Stockholm, Sweden. Dr. Hultén has published scientific articles and papers in academic journals and proceedings. He also serves as speaker and reviewer at international conferences and symposiums. His main research area includes sensory marketing, human senses and brands. Another area of interest is retailing and growth success factors of retailers.

NIKLAS BROWEUS holds a M.Sc. in Business Administration. He studied at the Baltic Business School (BBS), the University of Kalmar, Sweden, Cracow University of Economics, Poland, and the University of Gothenburg, Sweden. Broweus has worked as a project leader in the Information Technology industry, and is currently working as marketing consultant and speaker.

MARCUS VAN DIJK is a marketing consultant and speaker holding a M.Sc. in Business Administration from the Baltic Business School (BBS), the University of Kalmar, Sweden and Otterbein College, USA. During 2008 van Dijk has participated in a research project that studies the internationalization process of small and medium size export firms in Sweden. He has also worked as tutor for marketing students at the University of Kalmar.

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Users Review

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