



## Empathetic Marketing: How to Satisfy the 6 Core Emotional Needs of Your Customers

By Mark Ingwer

Palgrave Macmillan. Hardcover. Condition: New. 252 pages. In today's competitive and global marketplace, it is becoming increasingly essential for companies and brands to understand why customers buy or don't buy their products and services. Only by understanding the whys can companies grow their business and develop loyal customers. In *Empathetic Marketing*, Dr. Mark Ingwer presents a groundbreaking approach to understanding consumers' core emotional needs. This innovative book provides both the psychological theory underlying consumers' emotional needs, as well as concrete business examples that demonstrate the incredible effectiveness of unleashing the power of deeper needs and emotions for success in the marketplace. *Empathetic Marketing* shows how brands like NPR, Universal Studios, Nivea, and Google perform in-depth analyses of their customers' emotional reactions and harness the power of deep psychological insights to optimize their marketing and brand strategy. As the founding partner at Insight Consulting Group, a global marketing and strategy consultancy, Mark Ingwer has conducted and analyzed countless in-depth studies of customers, from neurological data to in-field observational studies. Through his extensive experience he has identified six basic emotional needs that every company must consider to fully impact and motivate the customer. *Empathetic Marketing* provides readers with a deeper understanding of customers' core...



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