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## The Sonic Boom: How Sound Transforms the Way We Think, Feel, and Buy (Hardback)

By Joel Beckerman

HOUGHTON MIFFLIN, United States, 2014. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. A surprising look at the hidden power of sound, revealing how people and brands can use it to inspire and persuade or annoy From horror movie scores to national anthems to the crunchy sound of potato chips, sound and music greatly impact how we feel about our lives and the messages and products we encounter every day. With the right tools and understanding, anyone can cut through the meaningless noise competing for our attention and learn to use sound as a rich storytelling strategy. You don t need to be a musician or a composer to harness the power of sound. Joel Beckerman explains how companies, brands, and individuals can strategically use sound to get to the core of their mission, influence how they re perceived by their audiences, and gain a competitive advantage. The key to these sonic strategies involves creating boom moments transcendent instants when sound connects with a listener s emotional core. The Sonic Boom draws surprising insights from real world examples: the way Disney parks score every second of their guests experience; how Chili s restaurants uses...



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