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Emotionomics looks at emotions in terms of business opp Breakthroughs in brain science have revealed that people are primarily emotional decision-makers. Many companies have not yet accepted that fact, ignoring emotion in favor of rationality and efficiency.

Emotionomics: Leveraging Emotions for Business Success

Emotionomics: Leveraging Emotions for Business Success by Dan Hill (Beaver™s Pond Press) builds on the premise that "œfacial coding,"• the interpreting of the often involuntary expressions our faces make (sometimes called microexpressions), can be used to better understand our real emotions, reactions, and intentions.

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In this fully revised edition, Emotionomics will help you to understand emotions in terms of business opportunities - both in the marketplace and in the workplace. In today's highly competitive marketplace where many products look alike, it is the emotional benefit that can make the difference.

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Emotionomics: Leveraging Emotions for Business Success by Dan Hill. Reviewed for SOFII by Charlie Hulme. There™s no art to find the mind™s construction in the face. William Shakespeare. It turns out that Shakespeare was wrong.

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