

**How Does It Make You Feel?: Why Emotion Wins
The Battle Of Brands**

By Daryl Travis

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Daryl Travis is CEO of Brandtrust and author of How Does It Make You Feel?: Why Emotion Wins the Battle of Brands. He can be reached at daryl.travis@brandtrust.com.

Daryl Travis (Author of Emotional Branding) - -

Daryl Travis is the author of Emotional Branding (3.80 avg rating, 20 ratings, 1 review, published 2000), How Does It Make You Feel? (4.50 avg rating, 4

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