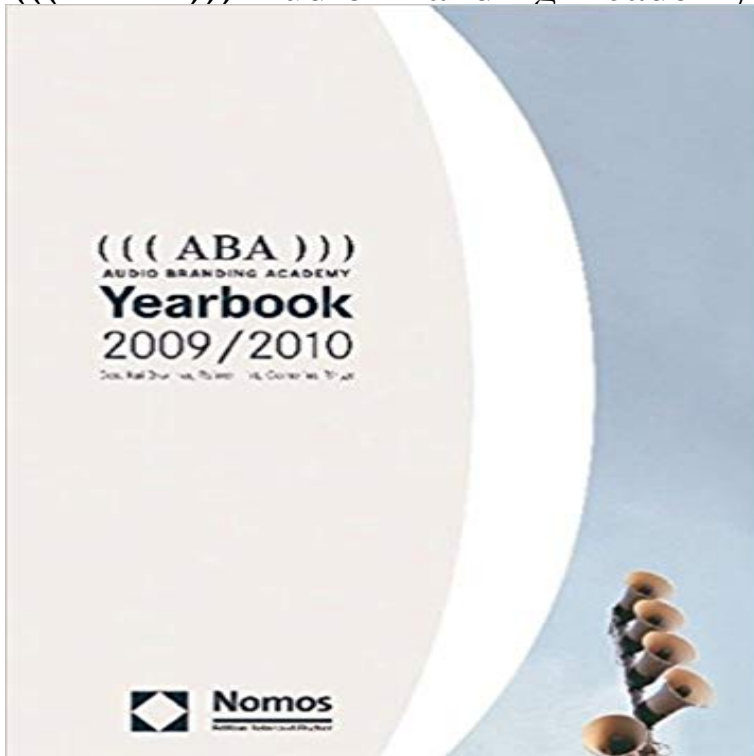


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The combination of music and advertising can cause some people to associate with fantasies of omnipotence, while others become concerned with unwanted manipulation. What is behind all this? Are there hidden persuaders and subliminal advertising? Or is it only about emotionalizing brands? On November 14th, 2009, the first Audio Branding Congress took place in Hamburg, Germany, and brought together audio branding experts and other interested individuals from around the world. The proceedings contained in this book summarize and supplement the presentations of the 2009 Congress. Moreover, participants of the panel discussion describe their experiences in the audio branding industry and they highlight certain aspects that are of particular importance. Among the contributors are luminaries, including John Groves (Groves Sound Communications), Prof. Carl-Frank Westermann (MetaDesign/University of the Arts, Berlin), Ruth Simmons (soundlounge), Julian Treasure (author of the book Sound Business), and Walter Werzowa (Musikvergnuegen). (((ABA))) Audio Branding Academy Yearbook 2009/2010 also includes an international directory of audio branding suppliers.

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