Editorial

At first glance, emotions seem to be restricted to the private realms of our lives. But a closer look quickly makes clear that emotions play a major role in many aspects of business life as well – not just in our personal reasoning. In fact, emotions, markets and companies constitute a very broad field for investigation and researchers have been working on various facets of this complex, challenging, yet highly significant topic.

Are emotionally stable managers more effective than others? Are decisions guided by feelings better than strictly rational ones? Are emotions the decisive factor determining whether brands succeed or fail? Does a deep emotional attachment to a brand favor higher loyalty? Do consumers end their brand relationships because they feel disappointed, angry or simply bored? And do commercials have to be funny or emotionally stimulating to be convincing?

This special issue of the GfK Marketing Intelligence Review is dedicated to emotions in marketing and addresses some of these questions. I invited several renowned researchers to present their insights in this field. We begin with a brief explanation of what emotions are, looking at different theories and their implications for management. To round out our contributions, Mr. Meysenburg from BMW shares with us his experiences with his company's "Sheer Driving Pleasure" brand promise and other emotional aspects of the BMW brand.

Quite in the sense of our subject, I wish you an *enjoyable* dive into the world of emotion research!

Yours,
Andrea Gröppel-Klein
Editor

A handwritten signature in black ink that reads "Andrea Gröppel-Klein". The script is fluid and cursive.

Saarbruecken, March 2014