

## Oxytobrands. Human brands for an emotional market



Inspiration. Respect. Trust. Love. Human values projected through an intangible (the brand as a symbolic entity) capable of providing a unique lived experience to each individual, thus, attaining a quality that transcends the primary function. Oxytobrands presents a new vision of, emotional branding, the marketing of experiences, and the construction of brands. A vision that contemplates the totality of the factors involved in the creation of a solid brand platform. At the same time, it redefines the scope of the inspiring vision and the causes for the empathy that it reaches with each individual, guaranteeing permanence and future growth. In other words, solidifying a brand as a source of value. Oxytobrands proposes a way to create human brands for an emotional market. Marcelo Ghio is a branding and communication strategy management consultant. He is the author of Oxytobrands: human brands for an emotional market, edited in 2009 in Argentina. A second published edition was released in September 2011, by Editorial Planeta Peru. In July 2013 launched the third edition of the book, by the same publisher. Additionally, he is the Dean of Design and Communication at ISIL in Lima, Peru. He has completed projects and consulted for businesses and organizations in the Argentine and Peru public and private sectors. For more than 15 years he has been a judge for national and international competitions. He continuously publishes work in distinct graphic and digital media on branding, design, management, and social culture. Ghio is a lecturer and has presented conferences about Oxytobrands, emotional branding, and design in various cities, including: Buenos Aires, Madrid, Barcelona, Guayaquil, Mexico DF, Mendoza, Neuquen, Cordoba, San Luis Potosi, Bogota, Santiago de Chile, and Lima.

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