



# Built to Love: Creating Products That Captivate Customers

*Peter Boatwright, Jonathan Cagan*

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Boatwright and Cagan show how a firm can create products that electrify the market with excitement, products that go beyond functional performance to provide emotional fulfillment. There is a hum in the marketplace about these products, because they are the topic of conversations, media discussions, and social media posts. This book reveals how to understand, design and deliver products that engage and excite their customers through emotions evoked by the product itself, not just through advertising slogans and campaigns.



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