

**PASSION BRANDING: HARNESSING THE POWER OF  
EMOTION TO BUILD STRONG BRANDS**

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### **Passion Branding |**

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He has also been intimately involved in the sports broadcast media, having commentated and presented sport on television and radio for over 12 years. For further information, please contact Neill Duffy on or neill. The passion economy a new way of thinking.

Centred on a passionate relationship between brand and consumer and the level of passion. Since the causes covered in Passion Scan elicited higher levels of passion overall than sporting activities, tremendous potential exists to improve the leveraging of these sponsorships to have a greater impact on usage and brand loyalty. Permissions Request permission to reuse content from this site. Building Brands in the Passion Economy. After finishing this workbook, you might be wondering, but how does all this work? Branding is all about harnessing the power of passion to build strong brands and drive sales.