



Sound Business

Treasure, Julian Treasure

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A fascinating practical guide to the use of sound in business, from performance-enhancing soundtracks to retail environments and office partitions. The world is full of sound - most of it unwanted and unplanned - which can change our moods, our behaviour and our performance. This book explains clearly how to use this fact to great advantage, in terms of productivity and customer performance. In a few years, a company's sound will become as important as its logo and public image. Here is a practical guide to planning and managing sound for increased profit in all aspects of business. Julian Treasure is founder of the world's first strategic sound consultancy and an international consultant on all matters of the use and abuse of sound in business and commerce. He is frequently invited to speak at international conferences.

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