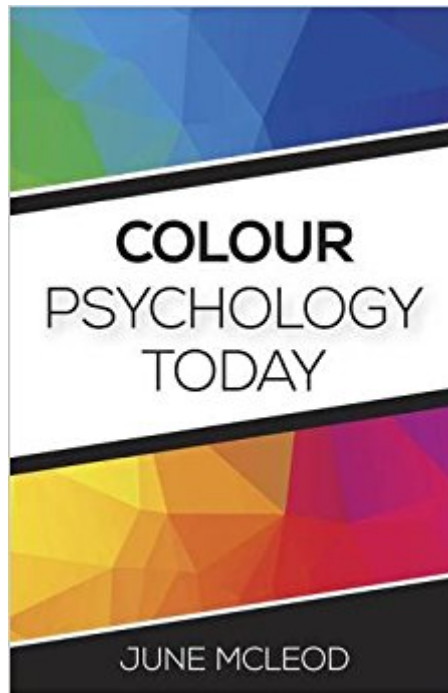




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Colour Psychology Today



Synopsis

Colour Psychology Today reveals new colour psychology information that comes from the author's pioneering research and studies on colour. The book discloses unique knowledge on how colour psychology impacts on the business world and the individual, borne out of the author's extensive work as a colour consultant and trainer that spans more than thirty years. Colour Psychology Today is unlike any other colour psychology book available. It is a 'must have' for colour enthusiasts, branding experts, marketers, advertising execs, graphic designers, and anyone who would like to expand and develop the application of colour in their field of work.

Book Information

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Customer Reviews

June McLeod is a colour consultant, colour-trends forecaster, intuitive, motivational trainer and author. With an esteemed colour career spanning more than thirty years, June's dynamic and innovative work with colour is legendary. She is an original thinker with an international client base that reflects her substantial knowledge and continuing success.

This book is written very fluently, with acuity and keenness, full of richness and deep understanding. June McLeod covers the topic extensively and interestingly, very consistent in her message and solid knowledge. She encompasses all her knowledge of color and how it impacts us in all spheres of human endeavor: children and babies, learning styles, business, corporate personalities, health and vitality, environment, numerology, music, complementary therapies, etc. There is no doubt that

we react to color, we communicate through color, whether subtle but profound, as undeniable as the Sun emits across the light spectrum of visible and invisible color that is part of the equation that makes possible our life on the planet. My gratitude to the Publisher and NetGalley for allowing me to review the book

Colours are more important than we think: in this book, the author explores how colours should be used, with many examples spanning businesses' logos, environment, for instance. While the topics covered were comprehensive, I find that the content was not quite what I expected, choosing to go for a more spiritual bent rather than a scientific one. That said, colours and their effects on us are indeed more difficult to explain scientifically. The book was written in a more conversational style, which will be suitable for people of all ages. *I got a free copy in exchange for an honest review from NetGalley

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