



Dramatic Advisor & Author

## Christian Mikunda

Austrian theater scientist, marketing expert and successful author Dr. Christian Mikunda is a grand master of increasing impact – and not just for his followers, who have made him the “guru of store dramaturgy”. Glory, Joy, Power, Bravour, Desire, Intensity, Chill – these are the seven highs we are crazy about! Born from the seven deadly sins, they have their emotional power, but without the destructive effect. They symbolize what consumers want to experience: Culture at the highest emotional level, experiences of nature that change our lives, lifestyle stagings that combine goods with real, deep experiences. Christian Mikunda reveals the...

### Topics

- Motivation / Strategy
- Music / Art

### Languages

- English
- German

### Details & contact information

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