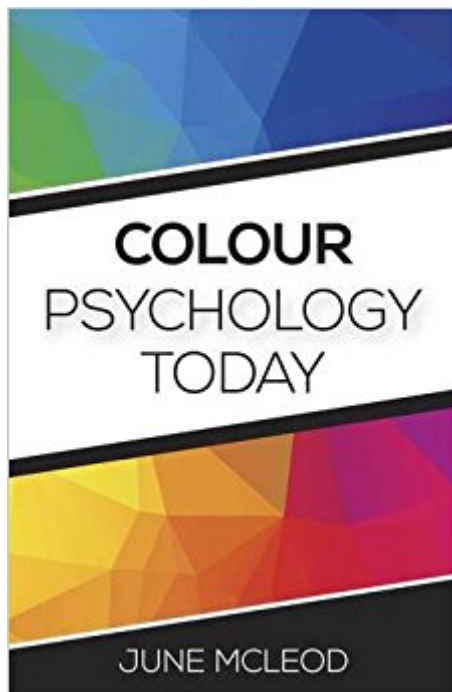


The book was found

# 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

Paperback: 296 pages

Publisher: O Books (December 9, 2016)

Language: English

ISBN-10: 1785353047

ISBN-13: 978-1785353048

Product Dimensions: 5.4 x 0.6 x 8.6 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #239,429 in Books (See Top 100 in Books) #36 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Branding & Logo Design](#) #262 in [Books >](#)

[Business & Money > Marketing & Sales > Marketing > Research](#) #539 in [Books > Business &](#)

[Money > Marketing & Sales > Advertising](#)

## 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

[Download to continue reading...](#)

Colour Psychology Today Colour Confident Stitching: How to Create Beautiful Colour Palettes Orthodontics and Paediatric Dentistry: Colour Guide, 1e (Colour Guides) Mind Control, Human Psychology, Manipulation, Persuasion and Deception Techniques Revealed. ( dark psychology, mind control, hypnosis, forbidden psychology, manipulation)) The Cricket Psychology Workbook: How to Use Advanced Sports Psychology to Succeed on the Cricket Field The Lacrosse Psychology Workbook: How to Use Advanced Sports Psychology to Succeed on the Lacrosse Field The Volleyball Psychology Workbook: How to Use Advanced Sports Psychology to Succeed on the Volleyball Court The Swimming Psychology Workbook: How to Use Advanced Sports Psychology to Succeed in the Swimming Pool The Softball Psychology Workbook: How to Use Advanced Sports Psychology to Succeed on the Softball Field Psychology of Sales : From Average to Rainmaker: Using the Power of Psychology to Increase Sales Educational Psychology: A Century of Contributions: A Project of Division 15 (educational Psychology) of the American Psychological Society Health Psychology (B&B Psychology) Dark Psychology 202: The Advance Secrets Of Psychological Warfare, Dark NLP, Dark Cognitive Behavioral Therapy, Super Manipulation, Kamikaze Mind Control, Stealth Persuasion And Human Psychology 202 Research Methods in Psychology (B&B Psychology) Experimental Psychology (PSY 301 Introduction to Experimental Psychology) Integral Psychology: Consciousness, Spirit, Psychology, Therapy Criminal Psychology: Understanding the Criminal Mind and Its Nature Through Criminal Profiling (Criminal Psychology - Criminal Mind - Profiling) A History of Modern Psychology (PSY 310 History and Systems of Psychology) An Introduction to the History of Psychology (PSY 310 History and Systems of

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)