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Beyond their meaning, words, through the memories they evoke, have the power to stimulate in us sensations, either pleasant or unpleasant. This simple observation has given rise to a method, Semiometry, widely used in marketing and in psycho-sociological studies. But thanks to the power of current statistical tools, its power of investigation goes well beyond these practical applications to the confines of psychoanalysis and linguistics.

It seemed essential that a book update the principles of this method, the work done and potential applications. The reader can now witness as he or she goes through the chapters, the extent of the experimental work, the severity of the validation testing, the depth and accuracy of the results obtained, and finally the promise of this trans-disciplinary tool.

Several levels of reading are possible according to the mathematical and statistical knowledge of the reader; more technical developments are indeed grouped in an appendix.

This book is intended for specialists in marketing and communication, socio- economists, statisticians, psycho-sociologists, and linguists. It also appeals to a broader audience, ranging from study groups and pollsters, students, professors, instructors, and researchers from universities.

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The Semiometric Challenge

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The Semiometric Challenge: Words, Lifestyles and Values

