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GILBERT CLOTAIRE RAPAILLE

Authority on Colective Consumer Behaviour

Dr. Rapaille is a world renowned expert in Archetype Discoveries and Creativity. His unique approach to marketing combines a psychiatrist's depth of analysis with a businessman's attention to practical concerns.

Dr. Rapaille's technique for market research has grown out of his work in the areas of psychiatry, psychology and cultural anthropology. His work is an extension of the work done by many of the great scholars of the twentieth century, including Jung, Laing, Levi-Strauss, and Ruth Benedict.

Dr. Rapaille's psychiatric work and research with autistic children led him to develop a new process for understanding how children are imprinted for the first time by what he calls the Logic of Emotion, which is the code of each cultural archetype in the collective unconscious of a given culture.

Dr. Rapaille's world travels, a term in the diplomatic corps, and extensive marketing research on product archetypes for international corporations, have given him a fresh perspective on business and society. One of his books, "Creative Communication", has become the standard reference for the French advertising industry.

Dr. Rapaille's has taught at University of Paris, St. Ignace, Esade, INSEAD/CEDP, Thomas Jefferson College, CPSI, Geneva University, University of California, and HEC/ISA Business School. He received a Masters of Political Science, a Masters of Psychology, and a Doctorate of Medical Anthropology from the University of Paris.

TEMAS

- Innovation and Creativity
- Marketing and Advertising
- Colective Consumer Behaviour