

Whatever we do, whether it's

choosing a new car or dress, whether it's furnishing our apartment or selecting a gift – we are always faced with the mysterious power of colours. Colours generate moods, likes and dislikes. Colours can manipulate impressions and decisions, they can make us ill or heal us. In this vivid and absorbing book Harald Braem describes how we are all influenced by colours, what gives colours their power, what psychological characteristics the individual colours have and what effective health treatment options they offer.

→ **Colours: The fascinating world of »visualised feelings«**

Prof. Harald Braem was born in 1944 and is a graduate designer. After a career as graphic artist, customer consultant and creative director, he now works at a higher education college as a lecturer on colour theory, colour psychology, communication and design. Previous publications under the Wirtschaftsverlag imprint: *Brainfloating*, *Self-timing*, *The language of shapes*.



Harald Braem

THE POWER OF COLOURS

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