



Experiential Marketing: How to Get Customers to Sense, Feel, Think, ACT, R (Paperback) - Common

By (author) Bernd H. Schmitt

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Engaging, enlightening, provocative, and sensational are the words people use to describe compelling experiences and these words also describe this extraordinary book by Bernd Schmitt. Moving beyond traditional "features-and-benefits" marketing, Schmitt presents a revolutionary approach to marketing for the branding and information age. Schmitt shows how managers can create holistic experiences for...

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