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Empathetic Marketing: How to Satisfy the 6 Core Emotional Needs of Your Customers

M. Ingwer

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Empathetic Marketing: How to Satisfy the 6 Core Emotional Needs of Your Customers M. Ingwer With a revised understanding of the science and philosophy behind human needs, businesses will be better equipped to provide long-term satisfaction for their customers. Mark uncovers a framework that will help businesses identify human needs and incorporate this perspective into strategy, and then focuses each chapter on a specific emotional need.

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