

Experiential Marketing: How To Get Customers To Sense, Feel, Think, Act, R By Bernd H. Schmitt

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Bernd H. Schmitt is the author of Experiential Marketing (3.50 avg rating, 1 review, published 1999), Big Think Strategy (3.48 avg rating, 46 register; tour;

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Bernd Schmitt is a professor at laid out in his books "Experiential Marketing" and "Customer Experience Management" How to Get Companies to Sense, Feel, Think

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Bernd schmitt - google scholar citations

Bernd Schmitt. Columbia Business How to get customers to sense, feel, think, act and relate to your company and brand. Journal of Marketing Research 38 (3),

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marketing. Bernd Herbert Schmitt is widely known for his contributions to experiential marketing. Schmitt get customers to sense, feel, think, act

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