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Maslow's Hierarchy Of Needs: Understand The True Foundations Of Human Motivation (Management & Marketing Book 9)



Synopsis

Understand the true foundations of human motivation This book is a practical and accessible guide to understanding and implementing Maslow's Hierarchy of Needs, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Understand the five different levels of needs experienced by all humans
- Adapt your marketing strategies to satisfy as many of those needs as possible
- Turn your target market into loyal customers

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Book Information

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Customer Reviews

As an owner of multiple retail outlets, this book helped me understand where each employee was in the pyramid. Knowing and understanding has helped me retain my employees by knowing what

they need. This information is proving invaluable. In the past I would give them pay increases and still have them leave. Today I give more responsibility, autonomy and recognition, both public and private. Wow what a difference. People seek us out and want to work in our company.

Not even close to what I was expecting. Small booklet, misleading and I believe I got ripped off. \$9.99 for nothing. Will be much more careful when purchasing from . Think that the description of what I bought could have been written better. The back cover of this tiny booklet says this book will help you: Understand the needs of your target and products to satisfy them. Really I just wanted to know about Maslow's Hierarchy Of Needs. Would not recommend.

I couldn't figure out if I really needed this after staring at the chart for a few minutes. Ok, it was more like three hours. Then I ate a sandwich because I was confused and not really hungry and the chart was no help with why I did that either. Why do I do stuff? Are they needs or am I just a selfish, lazy slob? It's probably a great chart if you're Sigmund freaking Freud or Bob Eubanks. Those guys know about needs. Who wants pudding?

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