

Beyond free coffee & donuts: marketing training and development

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20438663&lokasi=lokal>

Abstrak

Getting butts in seats is not a measure of success nor is it a guarantee that your messages will be heard. Beyond Free Coffee & Donuts will help you get the word out. Understand what motivates customers (both external and internal), develop a successful marketing campaign, and learn the essentials for garnering attention and promoting retention.