



Maslow's Hierarchy of Needs: Understand the true foundations of human motivation (Management & Marketing Book 9)

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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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