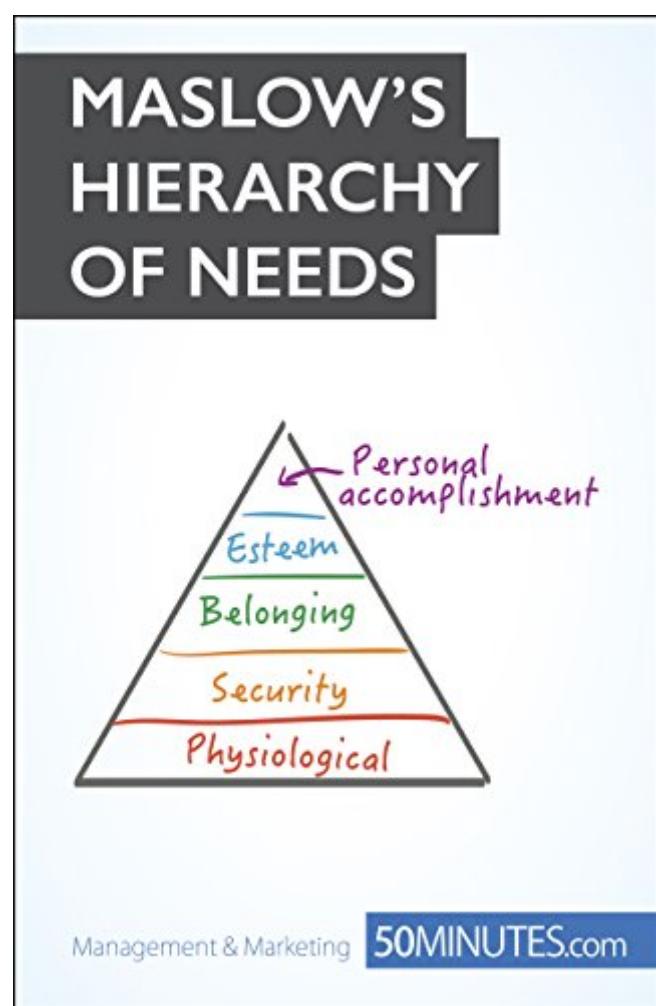


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# Maslow's Hierarchy Of Needs: Understand The True Foundations Of Human Motivation (Management & Marketing Book 9)



## Synopsis

Understand the true foundations of human motivation This book is a practical and accessible guide to understanding and implementing Maslowâ™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

File Size: 1578 KB

Print Length: 24 pages

Publisher: 50Minutes.com (August 17, 2015)

Publication Date: August 17, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B014175MXM

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #390,673 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #63 in Books > Business & Money > Job Hunting & Careers > Business School Guides #81 in Kindle Store > Kindle eBooks > Education & Teaching > Higher & Continuing Education > Graduate School #117 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Multilevel

## 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 wv n 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 discription 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 o 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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