



La pyramide des besoins (Gestion & Marketing (nouvelle édition) t. 9) (French Edition)

Pierre Pichère, 50 minutes

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Conçue en 1940 par Abraham Maslow, « la pyramide des besoins » est une théorie de la motivation. Elle permet de visualiser les différents niveaux de besoins, allant des plus vitaux à ceux liés au développement personnel. En marketing, elle est souvent utilisée pour mieux comprendre les attentes d'un public-cible et d'un interlocuteur, pour ensuite adapter sa communication.

Ce livre vous aidera à :

- Maîtriser rapidement les cinq degrés de besoins humains
- Comprendre les besoins et les fondamentaux de la motivation ;
- Identifier les besoins auxquels le positionnement marketing d'un produit peut répondre ;
- Développer une stratégie marketing pertinente ;
- Et bien plus encore !

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