

**Experiential Marketing: How To Get Customers To  
Sense, Feel, Think, Act, R By Bernd H. Schmitt**

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Jam packed with worksheets, templates, and checklists, the Definitive Guide to Event Marketing is your one stop shop for driving measurable results from your event

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marketing. Bernd Herbert Schmitt is widely known for his contributions to experiential marketing. Schmitt get customers to sense, feel, think, act

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*How to Get Customers to Sense, Feel, Think, Act and Relate to Your Company and Brands* introduced Schmitt, B. (1999). *Experiential marketing: How to get*

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### **Bernd schmitt - google scholar citations**

Bernd Schmitt. Columbia Business How to get customers to sense, feel, think, act and relate to your company and brand. Journal of Marketing Research 38 (3),

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Facebook can be a powerful medium to help drive event ticket sales. This blog will take you through some best practices when marketing your event on Facebook.

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