

THE PURSUIT OF HAPPINESS



On the 9th March 2017, The Marketing Society welcomes Guy Van Liemt from the prestigious Erasmus University Rotterdam. He will explore the power of happiness, its economic and emotional impact and how it can be utilised and measured by marketers. Guy will also examine the massive influence the concept of 'Purpose driven brands' is having on marketing and business strategy alike. The talk will be followed by a panel discussion lead by Kay McCarthy, M CCP.

Visit marketingsociety.ie for booking details.



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