

The Shannon School of Business Presents



Marketing 2.0: Managing the Customer Decision Journey

Greg Libitz

FREE PUBLIC SESSION

Time: 6:30PM, Tuesday, July 10

Location: Room SB100
Shannon School of Business

In the face of intense competition, many managers recognize that a strategy for superior customer experience can preserve market share and profit margins. Fewer managers though, understand how to develop and execute such a strategy. This session will explore the role of social networks along the consumer's path in making the decision to purchase.

Greg Libitz has been a lead advisor on strategy and marketing for organizations across North America. He is also an active facilitator for management development programs focused on acceleration of the modern strategic change effort. He teaches in the MBA in Community Economic Development program, Shannon School of Business, and at the graduate and undergraduate level in the Smith School of Business at Queen's University.



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