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BUILD YOUR TRIBE: THE NEW MARKETING MANIFESTO FOR RESTAURANTS, BARS AND CAFES (PAPERBACK)



Panoma Press, United Kingdom, 2013. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****.Most food and drink retailers market to the crowd. Smart restaurant, bar and cafe businesses learn how to attract and build a tribe of raving fans around their brand. In this thought-provoking book, Susanne Currid introduces you to the concept of tribebuilding and explains how you can integrate this dynamic new strategy into your restaurant, bar or cafe marketing plan. This book...

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- Authored by Susanne Currid
- Released at 2013



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