

Dear Students,

Please watch the video below and respond to my questions.

1. Summarize what you get from this video with 50 words or more.

<https://www.youtube.com/watch?v=4dS475QKoLM>

2. From Chapter 3 - "Understanding Buyers" and from your own experience, please share with us how many types of customers you have met and how you responded to them.

Best,

Prof. Dr. Pham