

Professor Robert Ebo Hinson Publishes Nineteen (19) Short Marketing and Customer Service Videos for Corporate Africa

Dr. Robert Ebo Hinson, a Professor in the Department of Marketing and Entrepreneurship at the University of Ghana Business School; and Research Associate at the University of the Free State Business in Bloemfontein, South Africa; has recently published nineteen (19) short videos on Marketing and Management topics like public sector service delivery, selling, branding and customer experience Management. Speaking on the motivation for publishing for the videos, Professor Hinson, who also chairs the board of Telemedia Communications (a full service advertising agency in Ghana), opined that while textbooks and trade magazines are useful mechanisms for obtaining business knowledge, the social media age has created opportunities for creating more audio visual content for today's busy working professional. He further stressed that these videos could be used by institutions across Africa for in-house corporate training, Business Schools for spicing up their curriculum and public sector institutions for improving their business orientation. Professor Hinson is especially interested in the growth of small and medium enterprises in Africa and believes that they represent one of the best constituencies for benefitting from the thoughts and ideas he shares in the videos.

Marketing could be defined as a set of business practices designed to plan for and present an organisation's products or service in ways that build effective customer relationships. Customer relationship management along the entire value chain of a company's activities really sit at the heart of all effective business activity. Through a mixture of keynote speeches, special addresses to business people, specially produced videos; and drawing on the 2nd Edition of his Customer Service Essentials Book, Professor Robert E. Hinson of the University of Ghana Business School has in the 2nd quarter of 2017, published 19 short videos on his Professor Robert Ebo Hinson FaceBook Page. A sample of these 19 videos is also available on his Robert Ebo Hinson YouTube Channel. The titles of the 19 videos are:

1. [Strategic Branding: All You Need to Know](#)
2. [Managing Difficult Customers](#)
3. [Principles of Great Customer Experience](#)
4. [Social Media Ideas for Business Growth](#)
5. [Sell More, Profit More](#)
6. [Barriers to Effective Listening](#)
7. [Listening as a Business Tool](#)
8. [8 best-in-class Attitudes for Customer Service Superstardom](#)
9. [Consequences of Poor Customer Care](#)
10. [Delightful Customer Service in Africa - Why the struggle to deliver?](#)
11. [Key benefits of delivering excellent customer service](#)
12. [Constituents of Good Customer Service](#)
13. [3 Things to Master in Customer Care](#)
14. [5 Things Customers Want](#)
15. [Who is a Customer?](#)
16. [16 Customer-Centric Steps to Dominating your Marketplace Part 1](#)
17. [16 Customer-Centric Steps to Dominating your Marketplace Part 2](#)
18. [16 Customer-Centric Steps to Dominating your Marketplace Final Episode](#)
19. [Personal Branding Tips](#)

Professor Hinson has a twenty-year track record practising, researching and teaching marketing globally; and has delivered several hundred seminars and academic presentations on marketing, sales and service in Africa, Europe, North America, South America, Australia and Asia.

These short videos are targeted at Individuals, entrepreneurs, local and multinational businesses that are truly desirous of improving the sales, marketing, brand and customer experience delivery and Professor Hinson's videos can be accessed via his Facebook page at <https://www.facebook.com/ebohinson/> and his YouTube Channel at <https://www.youtube.com/user/origins8>.

He can also be reached for consulting advice and training at csed@ug.edu.gh and can be followed on Twitter and Instagram at [@ebohinson](#).