

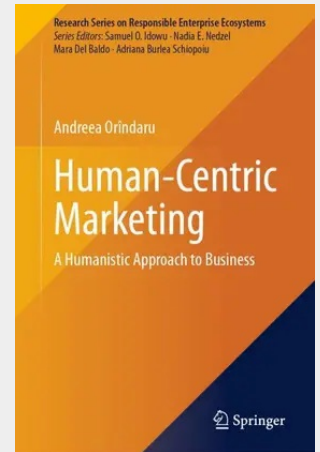
Orîndaru

Human-Centric Marketing

A Humanistic Approach to Business

This work invites readers to rediscover marketing as a space for authenticity, empathy, and purpose. In a business world driven by speed, automation, and superficial metrics, Andreea Orîndaru calls for a return to what truly connects us—our shared humanity. Using the PAUSE framework—Presence, Authenticity, Unity, Sustainability, and Empathy—she offers a fresh perspective and practical tools for building trust-based brands and meaningful relationships. Blending academic insight with reflective depth, the book challenges conventional marketing paradigms and encourages a more conscious, values-driven approach to communication and leadership. Designed for professionals, entrepreneurs, and students, it bridges business strategy with personal growth, offering a compelling vision of marketing as a force for positive impact and deeper human connection.

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