

Sunday, December 11, 2011

Letter of recommendation: Mr. Yahel Demeter

To whom it may concern,

On December 8th, 2011, Mr. Yahel Demeter was invited to lecture about Branding to the academic staff of the Occupational Therapy Department, at the University of Haifa, Israel.

His lecture was very interesting and intellectually challenging, and contributed tremendously to the discussion in the academic staff, mainly in regard to re-branding the faculty for potential students and other relevant factors.

Thanks to his excellent professional abilities, Mr. Demeter constructed a lecture that was based on the department's direct needs. He was able to analyze complex problems brought up by the department members, while offering practical, relevant and creative solutions.

I therefore wish to thank Mr. Demeter for his lecture and recommend that any company to use his professional skills in creating and developing branding and marketing strategies.

Respectfully,

Batya

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