

How Customers Think Essential Insights Into The Mind Of Market Gerald Zaltman

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How Customers Think - Neuromarketing

Essential Insights Into the Mind of the Market HOW CUSTOMERS THINK THE SUMMARY IN BRIEF Every marketing manager wants to understand what consumers are thinking. But between the mind of the consumer and the predispositions and biases in the mind of the manager, advertising campaigns frequently don't achieve their intended goal.

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How Customers Think - Essential Insights into the Mind of the Market by Gerald Zaltman is a must read for anyone interested in neuromarketing. Zaltman is a Professor of Marketing at Harvard Business School and a Fellow at Harvard University's Mind, Brain, Behavior Initiative.

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How Customers Think: Essential Insights Into the Mind of the Market. Despite the time and money spent on market research, 60% to 80% of new offerings fail. Why do consumers often say one thing to marketers--yet act differently in the market? Industry innovator Gerald Zaltman argues that the answer lies in how the mind works.

HOW CUSTOMERS THINK GERALD ZALTMAN PDF

'How Customers Think' was a very interesting read to understand this new approach to gaining market

insights by 'mining the unconscious'. The author, Gerald Zaltman, argues that most market research (surveys, questionnaires and focus groups) is used to confirm ideas or beliefs, often after the product has already been introduced to the market.

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Essential Insights Into the Mind of the Market HOW ...

How Customers Think: Essential Insights in the Mind of the Market, by Gerald Zaltman. Boston, MA: Harvard Business School Press, 2003. 321+xxii pages. \$29.95. Reviewed by Beebe Nelson, Ed.D., and Donald Ross, Ph.D., MBA Gerald Zaltman's How Customers Think presents both a theoretical framework for understanding "the mind

How Customers Think

This technique encourages consumers to use metaphors in talking about companies, brands, products, needs, etc. A metaphor is a figurative language, referring to the representation of one thing in terms of another. The author reports that by one estimate, we employ nearly six metaphors per minute of spoken language.

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In his book, How Customers Think - Essential Insights Into the Mind of the Market, Gerald Zaltman hits gold! Professor Zaltman has expertly combined the disciplines of all the sciences to provide not only "rich insights", but equally as important, practical applications.

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