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How Customers Think: Essential Insights into the Mind of the Market: by Gerald Zaltman, Harvard Business School Press, February 2003, ISBN: 1578518261, \$29.95, 352 pp. - Volume 44 Issue 2 - WILLIAM A. COOK

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.

How Customers Think: Essential Insights... book by Gerald ...

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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

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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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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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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.

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How Customers Think Essential Insights into the Mind of the Market by Gerald Zaltman A summary of the original text. After years of costly R&D, a company launches a new soft drink, only to see it ignored in the marketplace. Focus group participants rave about a new personal digital

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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

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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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