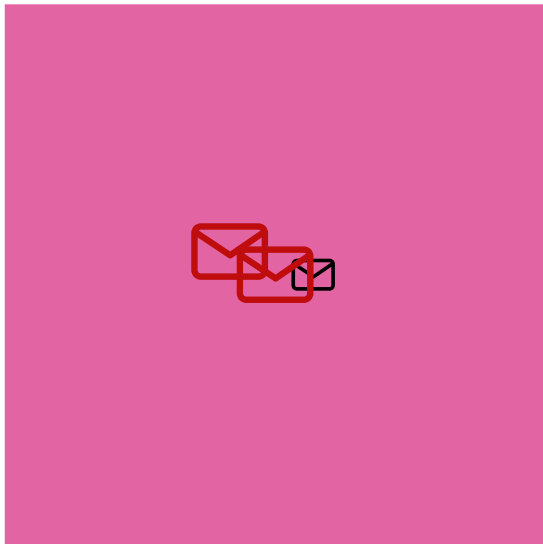




Says

What have we heard them say?  
What can we imagine them saying?

Marketing strategy and planning set the foundation for everything you do. Your marketing strategy outlines the why and the what: what you want achieve why you're in business



Doing it right enables you to focus your time and budget on the right marketing programs to reach your goals.



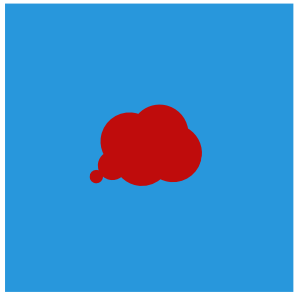
unveiling market insights: analysing spending behaviour and identifying opportunities for growth



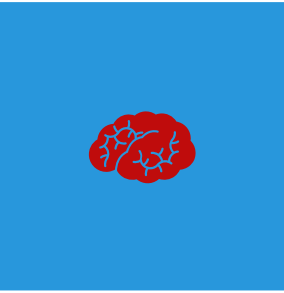
Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

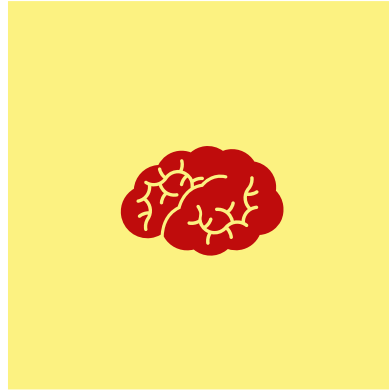
How to unlock the hidden 95 percent of the customers mind that traditional marketing methods have never reached. This title provides practical synthesis of the cognitive sciences. Drawing heavily on psychology, neuroscience, sociology, and lingulstics, zaltman combines academic riglor with real-world results to offer highly accessible insights, based on his years of reasearch and consulting work with large clients like coco-cola amd Procter & Gamble. An all -new tool kit



Zaltman provides reasearch toolsmetaphor ellcitation, response latency, and implicit association techniques, to name a few-that will be all-new to marketers and demonstrates how innovaters can use these tools to get clues from the subconscious when developing new products and finding new solutions ,long before competitors do

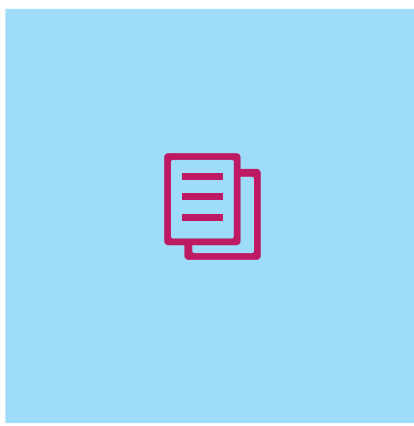


Scholarly articles for unveiling market insights analyzing spending behaviour and identifying opportunities for growth



A consumer sees an ad for a product that seems perfect for them and rejoices over their luck, but this scenario likely didn't (and shouldn't) come down to luck. Companies make these scenarios possible through strategic market research

Moreover rather than talking to one of your sales reps. they're more likely to ask for referrals from members of their networks or read online reviews



Today's consumers have a lot power. They can research your product or service and make purchase decisions on their own



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?