



Says

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



Thinks

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

Your marketing stratgy outlines the why and the what: what you want achieve why you're in business

Zalman provides research toolsmetaphor elicitation,response latency,and implicit association techniques,to name a few-that will be all-new to marketers and demonstrates

how innovators can use these tools to get clues from the subconscious when developing new products and finding new solutions, long before competitors do.



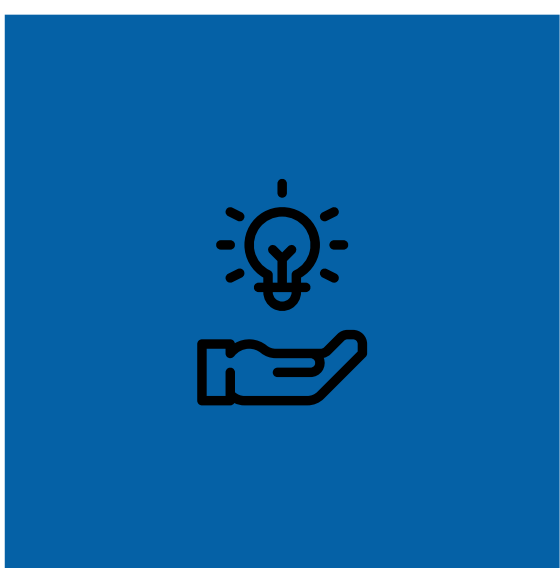
Marketing stratgy and planning set the foundation for everything you do.



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

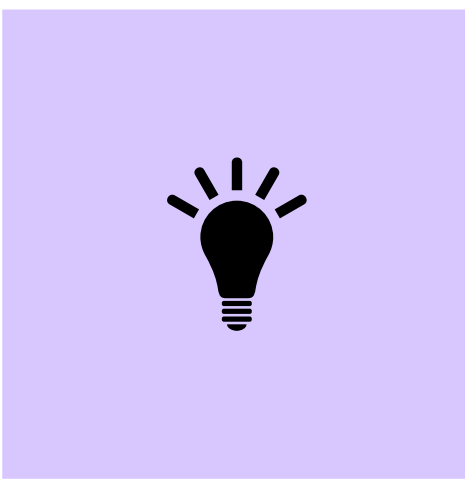
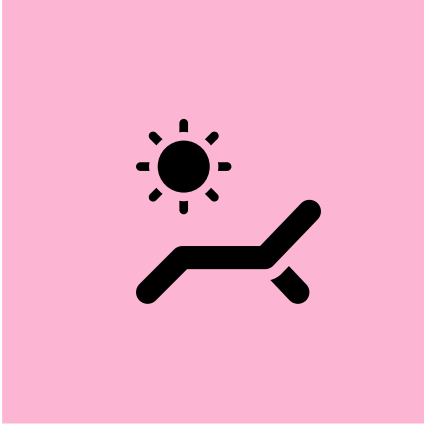
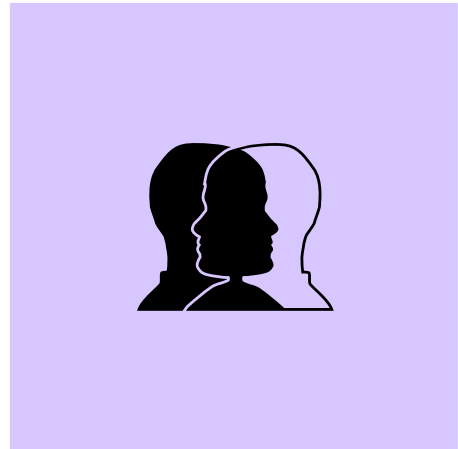


How to unlock the hidden 92 percent of the customer's mind that traditional marketing methods have never reached this title provides practical synthesis of the cognitive sciences .Drawing heavily on linguistics



A consumers sees an ad for a product that seems perfect for them and rejoices over their luck ,but this scrbario likely didn't (and shouldn't )come down to luck companies make these scrnsrios possible through stratgy market research

Today's consumers have a lot of power. they can reserch your product or service and make pueches decisions entirely on their own



Moreover,rether than talking to one of your sales reps, they'er more likely to ask for referrals from member of their networks or read online reviwes.

To do just that , you must have a deep understanding of who your specfic market ,and what infuence the purches decisions and behaviour of your target audience member  
  
with this in mind ,have you adapted your marketing stratgy to complement the way today's consumer research shop, and buy



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?