Books on consumers

Is it normal for all the focus to be on selling an existing product to consumers, rather than to understand what a consumer might want, then make it?

ICUP610

Satisfy consumers need for instant action and resultant dead insects - evidence that it is working. Possible cultural differences in this need.

Delayed action insecticies: hydramethylnon , abamectin and sulfuramid.

Other bait products – chlorpyrifos, propoxur, fenitrothion, boric acid, sodium arsenate, phoxim, azamethiphos and cyflutrhin.