

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

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How Customers Think Essential Insights into the Mind of the Market byGerald 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

How Customers Think - media.imaxws.com

In How Customers Think, Gerald Zaltman explains how the brains, minds, and memories of consumers work, and how marketers can effectively leverage that information in their strategies. He discusses the conscious and unconscious mind and how they work together to develop the metaphors and stories that drive consumer behavior.

How Customers Think: Essential Insights into the Mind of ...

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.

How Customers Think - Neuromarketing

Building on research from disciplines including neurology, sociology, and cognitive science, Zaltman offers rich insights into how people really create meaning. Through compelling examples from his work with Coca-Cola, Procter & Gamble, General Motors, and others, he illustrates how leading companies are transforming this new knowledge into unprecedented value for customers.

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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 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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