

**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 strategy outlines the why and the what:**

- why you're in business.
- what you want to achieve.

**Zaltman provides research tools**metaphor 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.

**How to unlock the hidden 95 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 psychology, neuroscience, sociology, and linguistics, Zaltman combines academic rigor with realworld results to offer highly accessible insights, based on his years of research and consulting work with large clients like Coca-Cola and Procter & Gamble. An allnew tool kit:

**Marketing strategy 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 goals.**

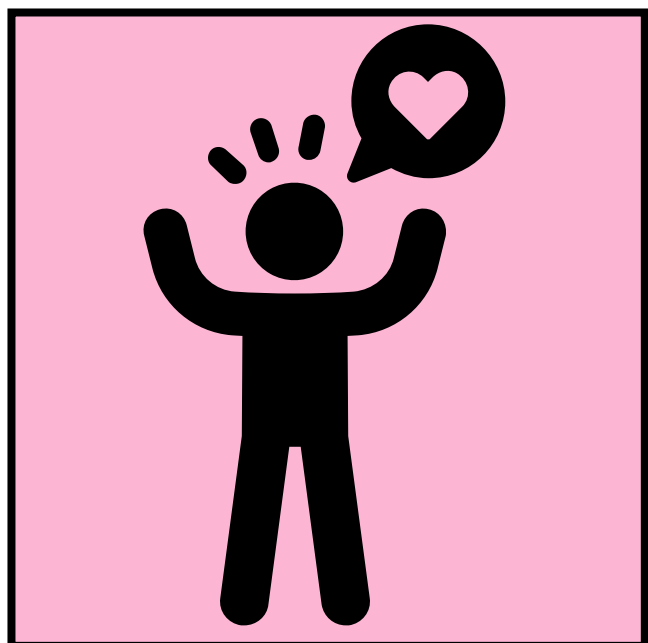


**Moreover, rather than talking to one of your sales reps, they're more likely to ask for referrals from members of their networks or read online reviews.**

**With this in mind, have you adapted your marketing strategy to complement the way today's consumers research, shop, and buy** To do just that, you must have a deep understanding of who your buyers are, your specific market, and what influences the purchase decisions and behavior of your target audience members.

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

**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.**



**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?

[See an example](#)