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How Customers Think Essential Insights ...

-Gerald Zaltman, in How Customers Think. This is a basic premise of almost everything we write about here at

Neuromarketing – that customers generally can 't understand or explain why they make choices in the

marketplace, and that efforts to tease out that

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information by asking them questions are doomed to failure. Furthermore, marketing efforts based mostly on customer statements and self-reports of their experiences, preferences, and intentions are likely equally doomed.

How Customers Think -
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HOW CUSTOMERS
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SUMMARY IN BRIEF

Every marketing
manager wants to
understand what
consumers are thinking.
But between the mind of
the consumer and the
predispositions and
biases in the mind of the
manager, advertising
campaigns frequently

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don't achieve their
intended goal.

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provoking, if not
essential, book for
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Harvey Schachter, Globe
and Mail, May 7, 2003

"The book describes
some important, recent

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knowledge about how customers think, feel, remember, and construct their realities." --

Marketing Management,
July 8, 2003

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- First, the customer hears and fully comprehends that a firm ' s offerings merit a

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purchase. • Second, the company hears and fully understands the customers' deepest thoughts and strongest yearnings. Without listening carefully and systematically to customers, marketers can't develop effective strategies. As for customers, the more

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We also learn how the minds of marketers can distort their perceptions of customer's responses. It becomes clear that not only do we need to understand how customers think, but how we as marketers think. In this book we learn some important facts about buyers and their thinking: 1. Consumers don't think in well-

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reasoned, linear ways. 2.

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text After years of costly
R&D, a company
launches a new soft
drink, only to see it
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Despite the resources
spent on market
research, nearly 80
percent of new offerings
fail. The pattern is
predictable: customers
say they want something,
companies create it, and
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