

Laddering: Unlocking the Potential of Consumer Behavior (Hardback)

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Reviews

Comprehensive manual for ebook fans. I am quite late in start reading this one, but better then never. Its been written in an exceptionally basic way and is particularly merely soon after i finished reading this publication in which really changed me, affect the way in my opinion. (Prof. Antone Olson II)

LADDERING: UNLOCKING THE POTENTIAL OF CONSUMER BEHAVIOR (HARDBACK)



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John Wiley Sons Inc, United States, 2013. Hardback. Condition: New. Language: English . Brand New Book. Marketing and product development best practices for a fragmented economy The rules for marketing and product development have changed forever. You no longer control where and how consumers receive marketing messages. The consumer is in charge, with ever-growing choices and a shrinking decision window. Therefore, it is crucial to understand what drives customer behavior to design products, marketing, and experiences that will succeed. Laddering explains how to better understand your customers core values. Learn to ask the right questions from your customers, use it to analyze your data, and unlock the true potential of your product or service. Use Laddering techniques to map your customer s DNA and understand why consumers buy from you. * Helps you look at your customers in a new way and as a result maximize your profits and reduce your support costs * Provides a framework for evaluating what marketing messages, campaigns and experiences are appropriate * Author Eric V. Holtzclaw is CEO and founder of User Insight, a user experience research firm and Laddering Works, a marketing strategy and consulting firm. His weekly radio show, The Better You Project, shines a spotlight on entrepreneurs business journeys, his column Lean Forward appears weekly on and he is regularly contributor to . You must understand what is truly important in order to build relationships with consumers and to market for success in the new many-to-many economy. Laddering offers the tools and knowledge you need to thrive.

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