The Truth About What Customers Want

By Michael R. Solomon

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, The Truth About What Customers Want, Michael R. Solomon, Consumer response is the ultimate test of every product, service, and marketing strategy and, ultimately, every business. But most businesses need far deeper understanding of customers: how they behave, what they want (and don't want), and what really motivates them to action. In The Truth About What Customers Want, world-renowned customer behavior expert Michael R. Solomon brings together the 50 absolutely crucial facts and insights you must know to successfully attract and keep profitable customers. This book doesn't deliver abstract theory: it delivers quick, bite-size, just-the-facts information and plain-English explanations you can actually use, no matter what business you're in, consumer or B2B. You'll discover which psychological motivations drive your customers, and how to forge deeper, more emotional relationships with them; how to drive more value from the positive associations customers already feel; how to stay "top of mind" in a crowded marketplace; and what you need to know about emerging trends like green marketing, virtual worlds, and neuromarketing. Solomon reveals how changing gender roles are impacting marketing.demonstrates how to shape your brand's personality, market by lifestyle, build brand communities and consumer...

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