

The Truth About What Customers Want - Michael R. Solomon

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This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook version. Customers demystified! How you can move them to buy...buy more...and keep on buying! The truth about what customers really want, think, and feel The truth about keeping current customers happy and loyal The truth about the newest trends and advances in consumer behavior Simply the best thinking THE TRUTH AND NOTHING BUT THE TRUTH This book reveals 50 bite-size, easy-to-use techniques for finding and keeping highly profitable customers Michael Solomons The Truth About What Customers Want contains great insights into consumer behavior and is a must-have tool for anyone working in a consumer-driven field. His 50 truths take the guesswork out of marketing intelligence and give insight into navigating today's technology-driven world. Tim Dunphy, Senior Marketing Manager, Consumer Insights, Black Decker Words: about michael, about thinking, about truth, black decker and, black michael, black version, cd consumer, consumer cd, customer manager, decker black, decker and black, manager customer, michael black, michael about, nothing but truth Author: Solomon, Michael R. Publisher: FT Press Illustration: N Language: ENG Title: The Truth About What Customers Want Pages: 00222 (Encrypted PDF) On Sale: 2008-10-06 SKU-13/ISBN: 9780137142262 Category: Business & Economics : Customer Relations

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