

### **how customers think essential pdf**

achieve customer-centricity. It occurs when: • First, the customer hears and fully comprehends that a firm's offerings merit a purchase. • Second, the company hears and fully understands the customer's deepest thoughts and strongest yearnings. Without listening carefully and systematically to customers, marketers can't develop effective strategies.

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is customer-centricity, the degree to which marketers focus on latent and obvious needs of current and potential customers. It involves: The customer hearing and understanding that a product merits a purchase. The firm hearing and understanding what current and potential customers are saying about their deep thoughts and feelings.

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In How Customers Think, Gerald Zaltman explains how the brains, minds, and memories of consumers work, and how marketers can effectively leverage that information in their strategies. He discusses the conscious and unconscious mind and how they work together to develop the metaphors and stories that drive consumer behavior.

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How Customers Think: Essential Insights into the Mind of the Market By Gerald Zaltman Harvard Business School Press, January 2003 352 pages \$29.95 Why do so many new products fail? Sure, some (like blueberry bagels and the XFL) deserve euthanasia right out of the box.

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collect worthwhile information, and no time to think deeply about such information," keep organizations stuck in a paradigm that "prevents marketers from understanding and serving customers effectively" (p. 7). Zaltman's objective in How Customers Think is to help organizations and marketers change their paradigms

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REVIEW SUMMARY: "How Customers Think" will help you peer into the mind of your market in a way you never thought possible. It is new, fundamental, and essential for any marketer who wants to succeed. .

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