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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

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are likely equally doomed.

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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 don't achieve

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their intended goal.

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"It s a handy and thought-
provoking, if not essential,
book for modern marketers."

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and Mail, May 7, 2003 "The
book describes some
important, recent knowledge
about how customers think,
feel, remember, and
construct their realities."

-- Marketing Management,
July 8, 2003

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How Customers Think:

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

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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

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How Customers Think

We also learn how the minds of marketers can distort their perceptions of customer's responses. It becomes clear that not only

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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-reasoned, linear ways. 2.

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How customers think :
essential insights into the
mind of the market. [Gerald
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