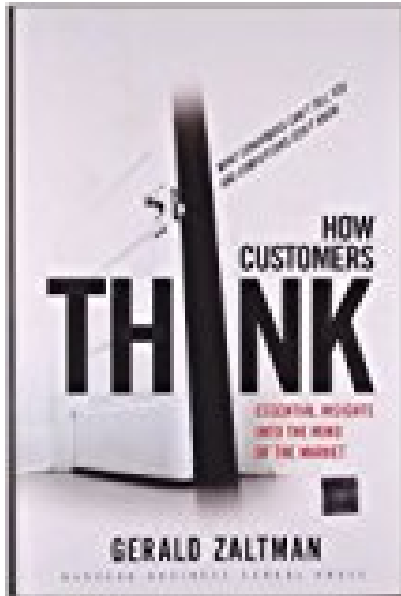


# How Customers Think Essential Insights into the Mind of the Market

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## BOOK DETAILS

- Author : Gerald Zaltman
- Pages : 323 Pages
- Publisher : Harvard Business School Press
- Language : English
- ISBN : 1578518261

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## **BOOK SYNOPSIS**

How to unlock the hidden 95 per cent of the customers mind that traditional marketing methods have never reached. This title provides practical synthesis of the cognitive sciences. Drawing heavily on psychology, neuroscience, sociology, and linguistics, Zaltman combines academic rigor with real-world results to offer highly accessible insights, based on his years of research and consulting work with large clients like Coca-Cola and Procter & Gamble. An all-new tool kit: Zaltman provides research tools - metaphor elicitation, response latency, and implicit association techniques, to name a few - that will be all-new to marketers and demonstrates how innovators can use these tools to get clues from the subconscious when developing new products and finding new solutions, long before competitors do.

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