

Hitting The Sweet Spot How Consumer Insights Can Inspire Better

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consumer goods companies need more than just traditional market research to make good strategic decisions that's why many of them have created departments of consumer insights this book reveals the characteristics of these new departments and their leaders you'll discover how they contribute to customer knowledge that goes far beyond market research to help set strategy and develop new business opportunities based on her 20 years of experience dona vitale outlines characteristics needed by consumer insights specialists techniques that help develop the insights presentation tips to help a whole company get on board with

new ideas ms vitale also presents an enlightening case study from dunkin donuts brand that makes it crystal clear how consumer insights can contribute to bottom line success if you would like to be the market leader in your category or your company this book will guide you every step of the way

part of the market research in practice series essential guides for the burgeoning market research society training and qualifications programme written by leading experts on database marketing customer service and customer relationship marketing crm consumer insight provides comprehensive coverage of the classic areas that market researchers and marketers need to focus on knowing who and where customers are what they do what they buy and what they would like to buy it also explores how customers thoughts feelings objectives and strategies influence their behaviour the book also explains how companies gain insight by managing and using their customer data correctly packed with the latest models tools and research findings it provides a great opportunity for market researchers to improve their knowledge of database marketing and crm and how they relate to market research readers will gain an understanding of what customer management actually is what information is used and how this information needs to be planned to support customer management key content includes what is database marketing how do customer care and database marketing use consumer insight consumer insight and marketing research analysing consumer data development and retention of customers data protection risk good and bad consumers consumer insight systems managing consumer insight

the consumer insights revolution is essential for market research professionals and organizations aiming to enhance their consumer insights align with consumer needs and achieve a competitive edge

consumer insight provides market researchers with knowledge of database marketing and crm techniques it explains what database marketing is and covers the classic areas that marketers tend to focus on such as knowing who your customers are what they do where they are what they buy and what they would like to buy it explores the psychological areas too what customers think and feel what their objectives and strategies are and how these influence how they behave the title also explains how to manage this process and how companies gain insight into their customers by managing and using their customer data correctly

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overview as asia continues its economic growth asian consumers have become the

focal point of business and commerce how do asian consumers behave in the marketplace what makes them tick and how can one grow the business with asian consumers in this book world renowned thought leader bernd schmitt helps to navigate and maneuver the complex and diverse landscape of asia he brings the insights and a deep understanding of the asian marketplace find out what middle class consumers want and what they buy when their incomes rise learn why asians are collectivists who are becoming increasingly individualistic discover that asian consumers are driven by contradictory desires they are at the same time value shopaholics functional hedonists and traditional futurists using these insights schmitt presents simple and useful methods and strategy tools that one can use to build a successful business with asian consumers such as a strategy map to plan market entry a lifestyle tool to analyze consumer motivations and trends an omni channel metric to assess the right mix of online and offline media schmitt s detailed analyses of specific asian industries and markets including consumer electronics fashion and lifestyle food and beverage airline hotel skincare and cosmetics and e commerce serve as benchmarks and best practices for one s business target audience leaders managers and individuals interested in gaining consumer insight of asian consumers

discover the essentials of customer analysis and insight with this non technical comprehensive introductory guide gain a fundamental understanding of what customer analysis and insight entail and why they are vital for any business real life examples from various industries showcasing the profound impact of harnessing the knowledge of your customer base learn as well the main types the customer insight tools available and the steps you need to take

who is most likely to buy and what is the best way to target them how can businesses improve strategy without identifying the key influencing factors the second edition of marketing analytics enables marketers and business analysts to leverage predictive techniques to measure and improve marketing performance by exploring real world marketing challenges it provides clear jargon free explanations on how to apply different analytical models for each purpose from targeted list creation and data segmentation to testing campaign effectiveness pricing structures and forecasting demand this book offers a welcome handbook on how statistics consumer analytics and modelling can be put to optimal use the fully revised second edition of marketing analytics includes three new chapters on big data analytics insights and panel regression including how to collect separate and analyze big data all of the advanced tools and techniques for predictive analytics have been updated translating models such as tobit analysis for customer lifetime value into everyday use whether an experienced practitioner or having no prior knowledge methodologies are simplified to ensure the more complex aspects of data and analytics are fully accessible for any level of application complete with

downloadable data sets and test bank resources this book supplies a concrete foundation to optimize marketing analytics for day to day business advantage

in this work jean marie dru describes disruption as a universal language of change that allows advertisers from all over the world to form a common strategy

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