

Why Customers Do What They Do: Who They Are, Why They Buy, and How You Can Anticipate Their Every Move

Marshal Cohen

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In today's rapidly shifting marketplace, brand loyalty has subsided and the consumer-of-the-moment rules. To successfully compete for customers' wallet share, you must connect with them, understand their buying habits, and anticipate their every move.

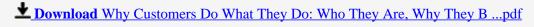
In Why Customers Do What They Do, Marshal Cohen, the chief industry analyst for The NPD Group and one of the foremost authorities on consumer behavior, gives managers responsible for branding, marketing, and sales strategies the ability to anticipate the needs, wants, and desires of today's consumer. Drawing on years of market research from The NPD Group, Cohen uncovers the major trends that drive consumer behavior, revealing why and how consumers' daily habits affect their purchasing behavior--and how this behavior will affect your business.

This groundbreaking book is the first to introduce Cohen's innovative action plan for reaching consumers. The 5E approach--Educate, Explore, Elevate, Entertain, and Evaluate--delivers the tools you need to rethink your business, marketing, and sales strategies and leverage upcoming consumer trends. Cohen provides solid insight and proven techniques into how you can:

- Educate consumers, rather than just sell to them
- Explore ways to let the consumer endorse your brand
- Elevate awareness to prepare consumers for the next big thing
- Entertain consumers and inspire purchase behavior
- Evaluate the process yearly to lock-in a connection to your consumers

You'll learn from examples of companies thatutilize the techniques of the 5E's such as Wal-Mart, Apple, Estée Lauder, Merrell, and many others. And you'll see how to keep refining your brand, product, or service for optimum results--and revenue.

Don't get stuck in outdated marketing models that stall your company's progress. Read *Why Customers Do What They Do* to discover what consumers *truly* want and make your products and brands rise above the competition.



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Megan Martelli:

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Frankie Evans:

Reading can called mind hangout, why? Because when you are reading a book specifically book entitled Why Customers Do What They Do: Who They Are, Why They Buy, and How You Can Anticipate Their Every Move your brain will drift away trough every dimension, wandering in each aspect that maybe unidentified for but surely will end up your mind friends. Imaging each and every word written in a publication then become one contact form conclusion and explanation this maybe you never get ahead of. The Why Customers Do What They Do: Who They Are, Why They Buy, and How You Can Anticipate Their Every Move giving you yet another experience more than blown away your thoughts but also giving you useful data for your better life on this era. So now let us demonstrate the relaxing pattern this is your body and mind will be pleased when you are finished looking at it, like winning an activity. Do you want to try this extraordinary spending spare time activity?

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