

How Customers Think Essential Insights Into The Mind Of Market Gerald Zaltman

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~~-Gerald Zaltman, in [How Customers Think](#). This is a basic premise of almost everything we write about here at Neuromarketing \u2013 that customers generally can\u2019t understand or explain why they make choices in the marketplace, and that efforts to tease out that 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 are likely equally doomed.~~

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□ 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. As for customers, the more

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