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How Customers Think

This technique encourages consumers to use metaphors in talking about companies, brands, products, needs, etc. A metaphor is a figurative language, referring to the representation of one thing in terms of another. The author reports that by one estimate, we employ nearly six metaphors per minute of spoken language.

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HOW CUSTOMERS THINK GERALD ZALTMAN PDF

'How Customers Think' was a very interesting read to understand this new approach to gaining market insights by 'mining the unconscious'. The author, Gerald Zaltman, argues that most market research (surveys, questionnaires and focus groups) is used to confirm ideas or beliefs, often after the product has already been introduced to the market.

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