| 1. | Record Nr. | UNINA9910144137903321 |
|---|---|---|
| | Autore | Stull Craig |
| | Titolo | Tuned in [[electronic resource] ] : uncover the extraordinary opportunities that lead to business breakthroughs / / Craig Stull, Phil Myers, and David Meerman Scott |
| | Pubbl/distr/stampa | Hoboken, N.J., : J. Wiley & Sons, c2008 |
| | ISBN | 1-281-75189-8 |
| | | 9786611751890 |
| | | 1-118-25802-9 |
| | | 0-470-37777-1 |
| | Edizione | [1st edition] |
| | Descrizione fisica | 1 online resource (221 p.) |
| | Altri autori (Persone) | MyersPhil |
| | | ScottDavid Meerman |
| | Disciplina | 658.4/09 |
| | Soggetti | Success in business |
| | | Creative ability in business |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
| | Note generali | Description based upon print version of record. |
| | Nota di bibliografia | Includes bibliographical references (p. 175-182) and index. |
| | Nota di contenuto | Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs; Contents; Chapter 1: Why Didn't We Think of That?; Chapter 2: Tuned Out . . . and Just Guessing; Chapter 3: Get Tuned In; Chapter 4: Step 1: Find Unresolved Problems; Chapter 5: Step 2: Understand Buyer Personas; Chapter 6: Step 3: Quantify the Impact; Chapter 7: Step 4: Create Breakthrough Experiences; Chapter 8: Step 5: Articulate Powerful Ideas; Chapter 9: Step 6: Establish Authentic Connections; Chapter 10: Cultivate a Tuned In Culture; Chapter 11: Unleash Your Resonator; Notes; Acknowledgments; Index About the Authors About Pragmatic Marketing; Next Steps |
| | Sommario/riassunto | If you market a product, service, or idea in any business, industry or organization, you must read Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs, a guide to understanding and meeting the needs of consumers, whether or not they make those needs clear. An easy-to-follow six-step process developed over the past 15 years can help you address unsolved problems, recognize buyer personas, quantify impact and create |

breakthrough experiences. Stop wasting time by guessing what your market needs and start understanding consumer desire.