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Sommario/riassunto	The pressure on companies to innovate is increasing. Market conditions are becoming more volatile. The number of competitors is increasing. New business models are disrupting structures. And customers are

increasingly well informed and digitally connected. Only offers that provide understandable and credible solutions for your own pain points can prevail. In this book, you will learn to use essential knowledge from consumer and brand psychology to move step by step from customer-relevant problems to promising solutions. For analog and digital products, b2b customers and consumers. With proven tips, inspiring techniques, formulation examples and canvasses for your innovation workshop. The content Customer Centricity - more than customer orientation Product development in agile times Understanding customers - consumer psychology for innovators Developing products step by step The target groups Problem owners and product managers Market researchers The author Ute Rademacher has more than 20 years of experience in qualitative-psychological market research and innovation support. Through research, training and customer workshops in the field of consumer goods and b2b, the professor of consumer psychology has provided research and consulting support for the development of innovations in areas ranging from apps to zink supplements. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.
