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Titolo	Laddering [[electronic resource]] : unlocking the potential of consumer behavior / / Eric V. Holtzclaw ; [illustrations by Kaitlyn Holtzclaw]
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., 2013
ISBN	1-118-65297-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Altri autori (Persone)	HoltzclawKaitlyn
Disciplina	658.8/342
Soggetti	Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	History -- The need for laddering : BellSouth case study: but would you? -- Laddering defined : cruise line case study -- The steps to laddering : the social TV case study.
Sommario/riassunto	Marketing and product development best practices for a fragmented economy The rules for marketing and product development have changed forever. You no longer control where and how consumers receive marketing messages. The consumer is in charge, with ever-growing choices and a shrinking decision window. Therefore, it is crucial to understand what drives customer behavior to design products, marketing, and experiences that will succeed. Laddering explains how to better understand your customers' core values. Learn to ask the right questions from your customers, use it to analyze