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Altri autori (Persone)	MyersPhil ScottDavid Meerman
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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.
