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Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money

By Kaden, Robert J; Kaden, Robert J.

Kogan Page, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 1 Customer attitudes-should you even care? What does listening to consumers really mean?; Do customers really tell you the truth?; Will I really learn anything I don't already know?; Does research work for all types of businesses? 2 Asking the right questions Where are your greatest opportunities for making more money?; Understanding the needs of your customer; Putting research questions into research objectives; Defining research objectives further; What actions might you take?; Defining your actions; Exploratory research 3 How the big guys do it-large-company research Strategic versus tactical research; Setting research priorities; What kinds of studies do large companies conduct?; Test market research; Developing new products 4 How to get started Understanding current or potential opportunities; Knowing what questions to ask; Attitudes versus behavior; Determining the best research approach from the options available; Which comes first?; Determining whether the product meets customer expectations; Tracking customer satisfaction; Is your message being heard?; Generating more business from current customers; Taking customers away from the competition; Increasing the size of the market 5 How much does research cost? Determining a meaningful research budget; Coming to...



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