Hot Button Marketing

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Discover the 16 hot buttons that drive consumer behaviour. This work brings consumer behaviour down to a practical level, showing readers how to identify and 'push' consumer hot buttons. Consumers buy products for two reasons, the rational reason and the real reason. "Hot Button Marketing" shows marketers and salespeople how to identify and push the hot buttons that will get consumers to prefer and purchase their products over a competitor's, even if it's a so-called parity product.

作者介绍:

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标签

广告

评论

Impressed by the insights in some chapters. A well written book for advertiser.

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书评

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