

Consumer Insight



CONSUMER INSIGHT

HOW TO USE DATA AND
MARKET RESEARCH TO GET CLOSER
TO YOUR CUSTOMER

IBM

OgilvyOne
worldwide

MERLIN STONE, ALISON BOND
& BRYAN FOSS

MRS MARKET RESEARCH IN PRACTICE

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"Consumer Insight" provides market researchers with knowledge of database marketing and CRM techniques. It explains what database marketing is and covers the classic areas that marketers tend to focus on, such as: knowing who your customers are, what they do, where they are, what they buy and what they would like to buy. It explores the psychological areas too - what customers think and feel, what their objectives and strategies are and how these influence how they behave. The title also explains how to manage this process, and how companies gain insight into their customers by managing and using their customer data correctly.

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