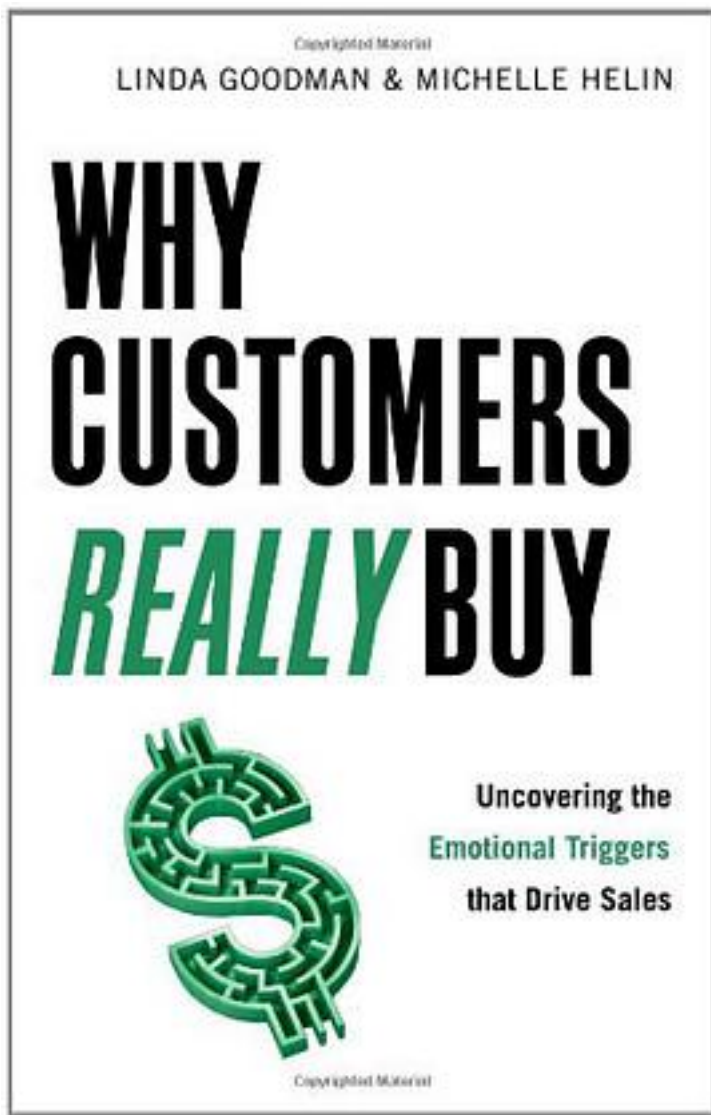


Why Customers Really Buy



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The motivations customers act on are seldom logical, predictable, or even conscious. Instead, their strongest responses stem from one source: emotion. It's a deceptively simple reality. But it permanently changes the way organizations must go about understanding their customers. Why Customers Really Buy introduces emotional-trigger research, a revolutionary new approach that uncovers the core, unfiltered, and spontaneous triggers that drive customer sales. Traditional market research is outmoded and counterproductive because old methods measure rather than inform. They generate predictable answers that confirm preconceived assumptions. Emotional-trigger research is a powerfully different method that gets to the heart of what companies need to know. Based on an indirect approach that features provocative questions, insightful listening, and in-depth conversations, the results are more spontaneous and enlightening.

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