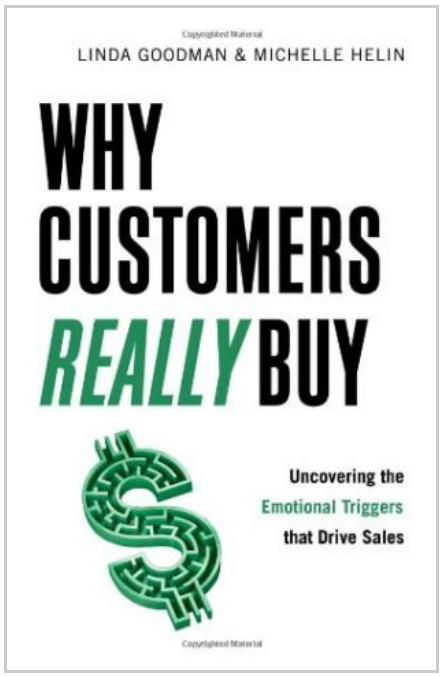


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Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales

By Linda Goodman

Career Press. Paperback. Book Condition: New. Paperback. 1 pages. Dimensions: 8.1in. x 5.2in. x 0.6in.You can read every classic marketing book out there but if you dont understand the emotional triggers that drive your customers youre losing sales. Linda Goodman and Michelle Helin spoke with our customers using the emotional trigger research approach introduced in Why Customers Really Buy. The findings surprised us, destroyed some long held beliefs, and turned our marketing and sales strategy in a brand new direction. --William N. Anderson , CEO Leisure Concepts Management, LP, Former Chief Marketing Officer Carrefour This book is a must read for every sales and marketing executive charged with finding and retaining customers in a highly complex and competitive global marketplace. --David Hilfman, Senior Vice President Worldwide Sales, Continental Airlines Michelle and Linda bring a clear understanding of what drives customer decision making, opening up previously unseen opportunities for growth. --Doug Fields, General Manager Marketing and Development, Vallourec and Mannesman In Why Customers Really Buy, Linda Goodman and Michelle Helin have written a book jam packed with real world stories that demonstrate why uncovering customer emotions is the new frontier for increasing sales. Their smart and innovative technique really works! --Henry...

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