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-Gerald Zaltman, in How Customers Think. This is a basic premise of almost everything we write about here at Neuromarketing – that customers generally can't understand or explain why they make choices in the marketplace, and that efforts to tease out that information by asking them questions are doomed to failure. Furthermore, marketing efforts based mostly on customer statements and self-reports of their experiences, preferences, and intentions are likely equally doomed.

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□ First, the customer hears and fully comprehends that a firm's offerings merit a purchase. □ Second, the company hears and fully under-stands the customers' deepest thoughts and strongest yearnings. Without listening carefully and systematically to customers, marketers can't develop effective strategies. As for customers, the more

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We also learn how the minds of marketers can distort their perceptions of customer's responses. It becomes clear that not only do we need to understand how customers think, but how we as marketers think. In this book we learn some important facts about buyers and their thinking: 1. Consumers don't think in well-reasoned, linear ways. 2.

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