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### AIYANA KIERA

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**How Customers Think: Essential Insights... book by Gerald ...**

@inproceedings{Zaltman2003HowCT, title={How Customers Think: Essential Insights into the Mind of the Market}, author={Gerald Zaltman}, year={2003} } Gerald Zaltman How to unlock the hidden 95 per cent of the customer's mind that traditional marketing methods have never reached. *How Customers Think Essential Insights*

This technique encourages consumers to use metaphors in talking about companies, brands, products, needs, etc. A metaphor is a figurative language, referring to the representation of one thing in terms of another. The author reports that by one estimate, we employ nearly six metaphors per minute of spoken language.

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'How Customers Think' was a very interesting read to understand this new approach to gaining market insights by 'mining the unconscious'. The author, Gerald Zaltman, argues that most market research (surveys, questionnaires and focus groups) is used to confirm ideas or beliefs, often after the product has already been introduced to the market.

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