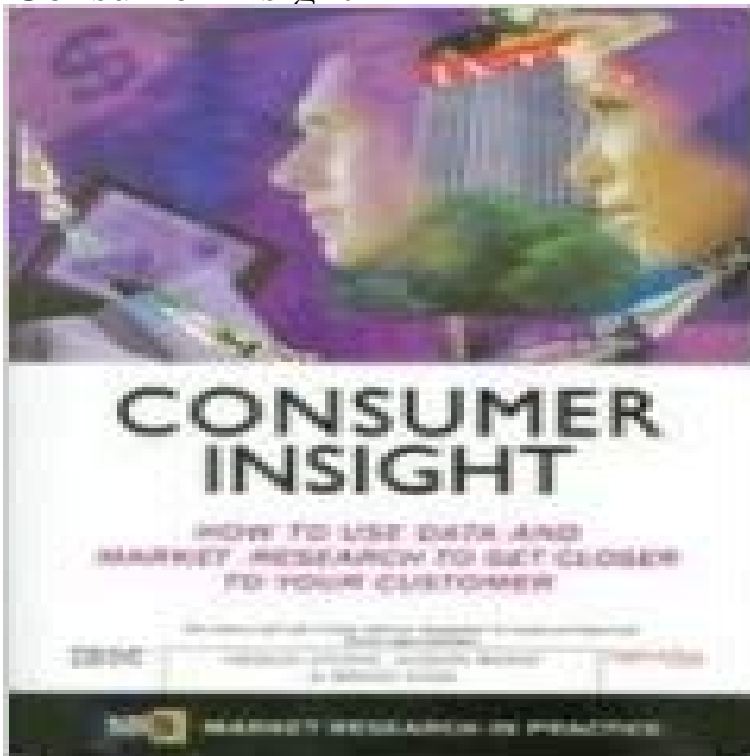


Consumer Insight



Written by leading experts on database marketing, customer service and Customer Relationship Marketing (CRM), *Consumer Insight* provides comprehensive coverage of the classic areas that market researchers and marketers need to focus on: knowing who and where customers are, what they do, what they buy and what they would like to buy. It also explores how customers thoughts, feelings, objectives and strategies influence their behaviour. The book also explains how companies gain insight by managing and using their customer data correctly. Packed with the latest models, tools and research findings, it provides a great opportunity for market researchers to improve their knowledge of database marketing and CRM, and how they relate to market research. Readers will gain an understanding of what customer management actually is, what information is used, and how this information needs to be planned to support customer management.

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