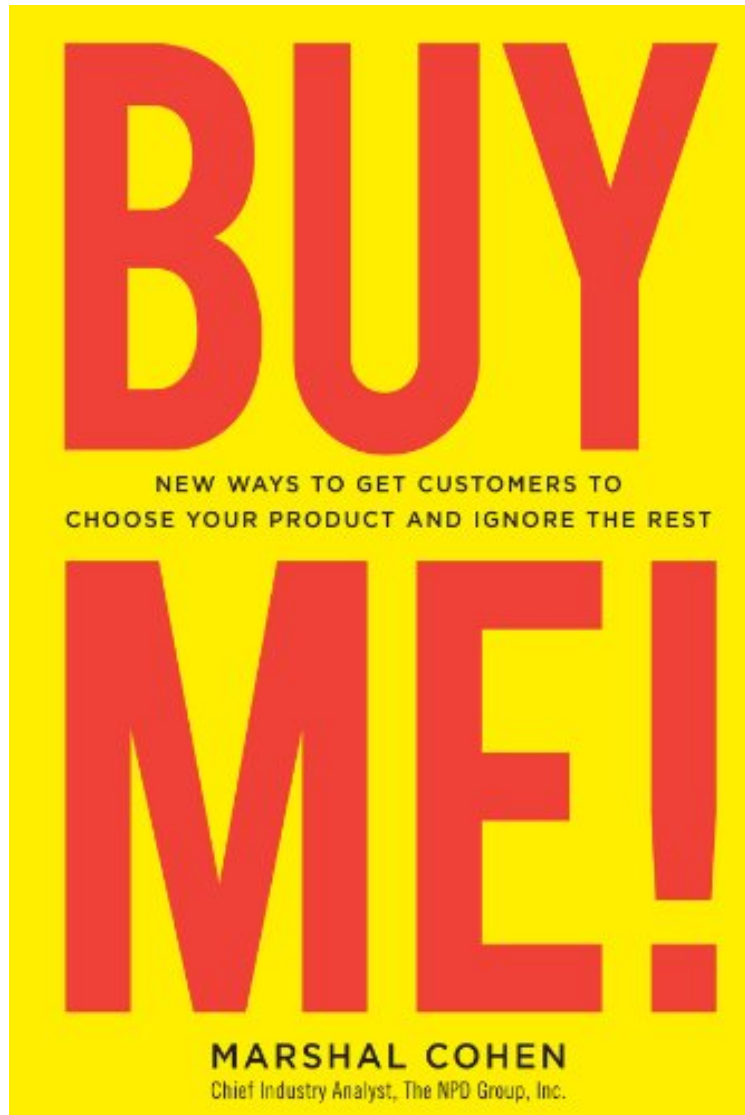


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# BUY ME! New Ways to Get Customers to Choose Your Product and Ignore the Rest

*Marshal Cohen*

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**Marshal Cohen : BUY ME! New Ways to Get Customers to Choose Your Product and Ignore the Rest** before purchasing it in order to gauge whether or not it would be worth my time, and all praised BUY ME! New Ways to Get Customers to Choose Your Product and Ignore the Rest:

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By fashionstudent88As a fashion major I had to get this book for one of my classes and I really enjoyed reading it. It gave me so much insight into what I will face in the future in the business. This book is a great learning tool.  
1 of 1 people found the following review helpful. Very

relevant information. I found "Buy Me" by Michael Cohen to be a great book, with relevant information for the times we are in. The book is definitely for anyone who wants to take their business further in this new economy and for anyone who owns a business and wants to successfully ride the waves of the current economic situation we are in. The author knows what he is talking about and has done his homework. I like in particular where he defines the new customer. He definitely hit the nail on the head. Michael Cohen obviously has experience in the retail business and has studied how things operate. Definitely a recommended read.

18 easy ways to ensure consumers choose your product over the competition's. The world of consumer business is always hit hardest during a recession. But that doesn't mean you can't still drive sales and growth for your own organization. All it takes to come out on top, even in the toughest economies, is a keen understanding of consumer psychology and the right strategy. Written by Marshal Cohen, a global leader in market research and consumer behavior, Buy Me! takes a close look at customer behavior in today's economy and provides 18 simple techniques you can apply right away to make your products irresistible to customers, by Adding new, must-have features through dramatic upgrades Providing extra services to add value Building upon a strong reputation and impressive brand heritage Reevaluating every product to make your company lean and mean as possible Cohen explains how to use these techniques to create a can't-lose business strategy—helping you turn adversity into opportunity and ultimately generating dramatic profits and growth.

About the Author Marshal Cohen is the chief industry analyst for the NPD Group, a world leader in market research and consumer behavior. He is the author of Why Customers Do What They Do.