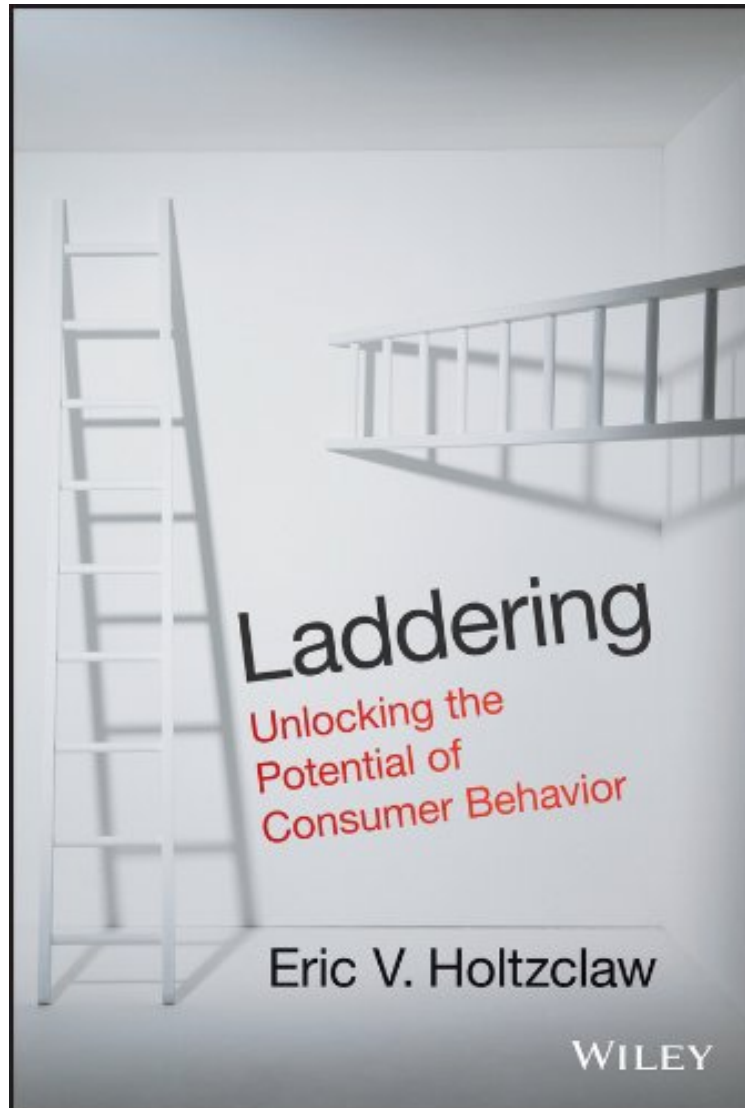


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Laddering: Unlocking the Potential of Consumer Behavior

Eric V. Holtzclaw

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Eric V. Holtzclaw : Laddering: Unlocking the Potential of Consumer Behavior before purchasing it in order to gauge whether or not it would be worth my time, and all praised Laddering: Unlocking the Potential of Consumer Behavior:

0 of 0 people found the following review helpful. Not about ladderingBy Ilya VedrashkoLaddering typically refers to a specific interviewing technique introduced by Reynolds and Gutman in the 1980s. I was hoping that technique is what the book would be about, but the author only briefly mentions it (and somewhat misrepresents it) only to dismiss it as outdated. If you are looking for a book about that kind of laddering, there's one on on means-end analysis co-edited by Reynolds.It is also common to refer to any kind of one-on-one consumer interviews as laddering, so perhaps that's

what the title refers to, although it never really becomes clear. Overall, it's a well-meaning book that could've benefited from tighter editing and less sloganeering about how the world has changed forever. 0 of 0 people found the following review helpful. Great Read! By Jon Herron A thought provoking way of approaching how consumers make decisions. I would highly recommend this book to business owners and marketers. Eric's approach is timely and timeless. 0 of 0 people found the following review helpful. Laddering - Great Business Tool By Lisa Goodman I enjoyed reading Laddering. It is a great book that provided me a lot of useful information! I know I will be able to help my business grow based on what I learned from this book.

Marketing and product development best practices for a fragmented economy The rules for marketing and product development have changed forever. You no longer control where and how consumers receive marketing messages. The consumer is in charge, with ever-growing choices and a shrinking decision window. Therefore, it is crucial to understand what drives customer behavior to design products, marketing, and experiences that will succeed. Laddering explains how to better understand your customers' core values. Learn to ask the right questions from your customers, use it to analyze your data, and unlock the true potential of your product or service. Use Laddering techniques to map your customer's DNA and understand why consumers buy from you. Helps you look at your customers in a new way and as a result maximize your profits and reduce your support costs Provides a framework for evaluating what marketing messages, campaigns and experiences are appropriate Author Eric V. Holtzclaw is CEO and founder of User Insight, a user experience research firm and Laddering Works, a marketing strategy and consulting firm. His weekly radio show, The 'Better You' Project, shines a spotlight on entrepreneurs' business journeys, his column Lean Forward appears weekly on INC.com and he is regularly contributor to CMO.com. You must understand what is truly important in order to build relationships with consumers and to market for success in the new many-to-many economy. Laddering offers the tools and knowledge you need to thrive.

From the Inside Flapp WAKE UP! It's a consumer-powered economy. The introduction of new disruptive technologies in recent years has changed the rules of marketing and product development forever. You no longer control where and how consumers receive marketing messages. The consumer is in charge, with almost limitless choices for making a purchase in a shrinking decision window. Consumers are looking for a relationship, not a transaction; they want to be acknowledged and understood. Therefore, it is crucial to understand what drives customer behavior in order to design products, marketing, and experiences that will succeed. Laddering outlines a process that powers companies to a better understanding of customers by asking the right questions of your customers and your data. To make smart decisions and determine true ROI, it is vital to get to the core of a customer's behavior. Laddering provides the framework for evaluating what marketing messages, campaigns, and experiences are most appropriate for your audience. Author Eric Holtzclaw's process will create the wisdom you need to unlock the potential of your product or service in today's marketplace. Inside, you will learn how to: Understand your customers' DNA; that is, why consumers buy from you Capitalize on the true patterns of why people buy Unlock your company's big data to make smarter, informed decisions Define the consumers' core motivations and buying ecosystem Marketing and product development teams need a wake-up call to shift their focus to what's really important. It's time to create new rules; and new ways of doing business and measuring success. Laddering makes you look at your customers in a new light to see a path to maximizing your profits and reducing your support costs. Understand what to build and how to market for success in the new many-to-many economy. From the Back Cover Praise for Laddering "Laddering is your challenge to get to know your customers better. Before you share your next social media update, learn from Eric's insightful experience to improve your communication with the people who buy and use your products." —BRETT FARMILOE, Employee 01, Markitors "Big data isn't about the numbers. It's about the people who are represented by the numbers. Laddering shows you how to effectively build and nurture relationships with your customers." —JOHN DAVIDSON, CEO, Curious Analytics "This is the manual on interview techniques that anyone in the customer discovery phase of their lean startup should religiously read. Put this book next to Eric Ries's and Steve Blank's books on lean startups. Without it, you're just fooling yourself about what your customers want." —MICHAEL MEALLING, cofounder, Pipefish "The new economy requires that you get to know your customers intimately. Eric provides the techniques you need to ask, listen, and learn from your customers. The approach he outlines in Laddering drives new strategies that lead to increased customer engagement." —SCOTT FREY, President and CEO, PossibleNOW "From Bernays to Blakley . . . Holtzclaw goes beyond big data and asks the crucial question of consumer behavior: why? Eric is the consumer's champion, diving deep into our DNA. He explains why Groupon is failing and why big data is not our savior." —BRANDY NAGEL, author of Digitally Famous About the Author ERIC V. HOLTZCLAW is founder and CEO of Laddering Works, a marketing strategy firm, and Vice President at PossibleNOW, the industry leader in preference management. Eric has spent twenty-plus years identifying and capitalizing on emerging trends in technology. Eric's professional experience includes founding User Insight, a user research firm that advises Fortune 500 brands on consumer strategy. Eric's weekly radio show, The "Better You" Project, shines a spotlight on entrepreneurs' business journeys. His column, "Lean Forward," appears weekly on

Inc.com, and he is a regular contributor to CMO.com.