



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

Marshal Cohen

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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.

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Michael Watkins:

A lot of people always spent all their free time to vacation or maybe go to the outside with them friends and family or their friend. Did you know? Many a lot of people spent many people free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity that's look different you can read the book. It is really fun in your case. If you enjoy the book you read you can spent the whole day to reading a publication. The book BUY ME! New Ways to Get Customers to Choose Your Product and Ignore the Rest it is rather good to read. There are a lot of individuals who recommended this book. These people were enjoying reading this book. Should you did not have enough space to develop this book you can buy the particular e-book. You can m0ore simply to read this book from your smart phone. The price is not too expensive but this book provides high quality.

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