



Consumer Insights 2.0 How Smart Companies Apply Customer Knowledge to the Bottom Line

Dona Vitale

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Consumer goods companies need more than just market research to make good strategic decisions. That's why many of them have created departments of consumer insights. Dona Vitale explains the role of these new departments and their leaders and how they contribute to customer knowledge that goes far beyond market research to help set strategy and develop new business opportunities and products. An excellent case study from Dunkin' Donuts shows how consumer insights work in practice. You will learn the characteristics needed by consumer insights specialists, techniques that help develop the insights, and presentation tips to help a whole company get on board with new ideas. If you would like to be the market leader in your category or your company, this book will guide you every step of the way.

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Dan Villanueva:

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