



Why customers do what they do? - 5E (Chinese Edition)

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Marshal Cohen is the chief industry analyst for The NPD Group, Inc, a worldwide leader in market research and consumer behavior. His unique experience over 30 years in retail, manufacturing, and research, along with his passion for studying consumer behavior, has made him the authority on understanding and marketing to todays consumer. He is in high demand as a speaker at key industry events, such as the National Retail Federations Annual Convention, The Fairchild Apparel Summit, and the American Apparel and Footwear Associations Annual Convention. This book introduces 5E, educate, explore, elevate, entertain and evaluate. It delivers a branding and sales strategy that speaks the customers language. This title gives managers responsible for branding, marketing, and sales strategies the ability to anticipate the needs, wants, and desires of consumer. It identifies the trends that impact various businesses and drive consumers behavior.

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