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LISTENING TO THE VOICE OF THE MARKET (HARDBACK)



Taylor Francis Inc, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book. Typically, when companies want to improve their products, they go to their customers. But why not reach further and explore the entire market? In this eye-opening book, Eric Reidenbach goes beyond the voice of the customer that so many consultants talk about to introduce you to a groundbreaking concept: the Voice of the Market. Like most business people in this global marketplace, you are searching...

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- Authored by R. Eric Reidenbach
- Released at 2010



Reviews

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