



The Customer Learning Curve: Creating Profits from Marketing Chaos

Karl Hellman, Ardis Burst

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The Customer Learning Curve examines every aspect of selling a product or service from the customer's point of view. It enables you to take an integrated, customer-centered approach and help move the customer through the learning curve more effectively. It helps you cope with too many choices, deal effectively with disruption, make midcourse corrections, assess the progress of a new product or service, and assist top management in making good choices. Companies need a strong model for understanding customers, but their approach is often piecemeal because each department focuses on a different component - technology, price, service, communications, and distribution. This book starts with the premise that a company's most important marketing process is the one that goes on in the customer's mind. From the customers' perspective, the company's division of labor is irrelevant: The mental process of learning about, deciding to buy, purchasing, and using a product or service is a single continuum. That continuum is the Customer Learning Curve (CLC), that ranges from customers having a need (but perhaps not even knowing it) to being loyal -- repeat users. The CLC is a proven model, grounded in years of research and consulting with business-to-business and consumer goods companies--companies that have consistently achieved breakthrough results from their CLC-guided marketing efforts. This book will give you the information you need to join these marketing success stories and make the CLC work for your business.

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