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- First, the customer hears and fully comprehends

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Market Harbors  
that a firm's offerings merit a purchase. • Second, the company hears and fully understands the customers' deepest thoughts and strongest yearnings. Without listening carefully and systematically to customers, marketers can't develop effective strategies. As for customers, the more

### How Customers Think

We also learn how the minds of marketers can distort their perceptions of customer's responses. It becomes clear that not only do we need to understand how customers think, but how we as marketers think. In this book we learn some important facts about buyers and their thinking: 1. Consumers don't think in well-

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