



The Observation Engine: Take the Guesswork Out of Marketing (Paperback)

By Tara Gentile

Cocommercial, LLC, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Ever feel like marketing, sales, and even product development is a guessing game? You work so hard on a new idea with the fear of flopping always on your mind. In today's Social Era, there's no reason to leave marketing, sales, and product development to chance. You have access to a massive wealth of information about the people you're creating for that allows you to craft products that sell easily and marketing strategies that truly resonate. It's time for a resonance revolution in your business and The Observation Engine will help you spark it. An Observation Engine is a purposeful cycle of listening, examination, and response that turns simple observations into powerful information that fuels your business's product development, marketing, and sales. Through the kind of collaborative and systematic processes involved in an Observation Engine, you can all but eliminate the guesswork in how you bring a new idea to the people who need it most. You'll spend less time in development, less money on marketing, and less heartache on the sales process.



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