

CUSTOMER VISITS BUILDING A BETTER MARKET FOCUS BY EDWARD F MCQUARRIE%0A

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Edward McQuarrie is clearly skilled in the practical use of customer visits (on-site interviews) as a qualitative data collection tool, particularly for B2B products.

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He has also written the book, Customer Visits: Building a Better Market Focus, and published articles in the Journal of Consumer Research, Journal of Product Innovation Management, Marketing Management, Marketing Research, Journal of the Market Research Society, Journal of Advertising Research, and the Journal of Advertising. He serves on the Editorial Board of the Journal of Consumer Research.

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Customer Visits has 10 ratings and 0 reviews. The Second Edition of Customer Visits offers a complete guide to all aspects of planning and executing a pr

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Visits to customers by a cross-functional team of marketers and engineers play an important role in new product development, entry into new markets, and in exploring customer satisfaction and dissatisfaction.

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