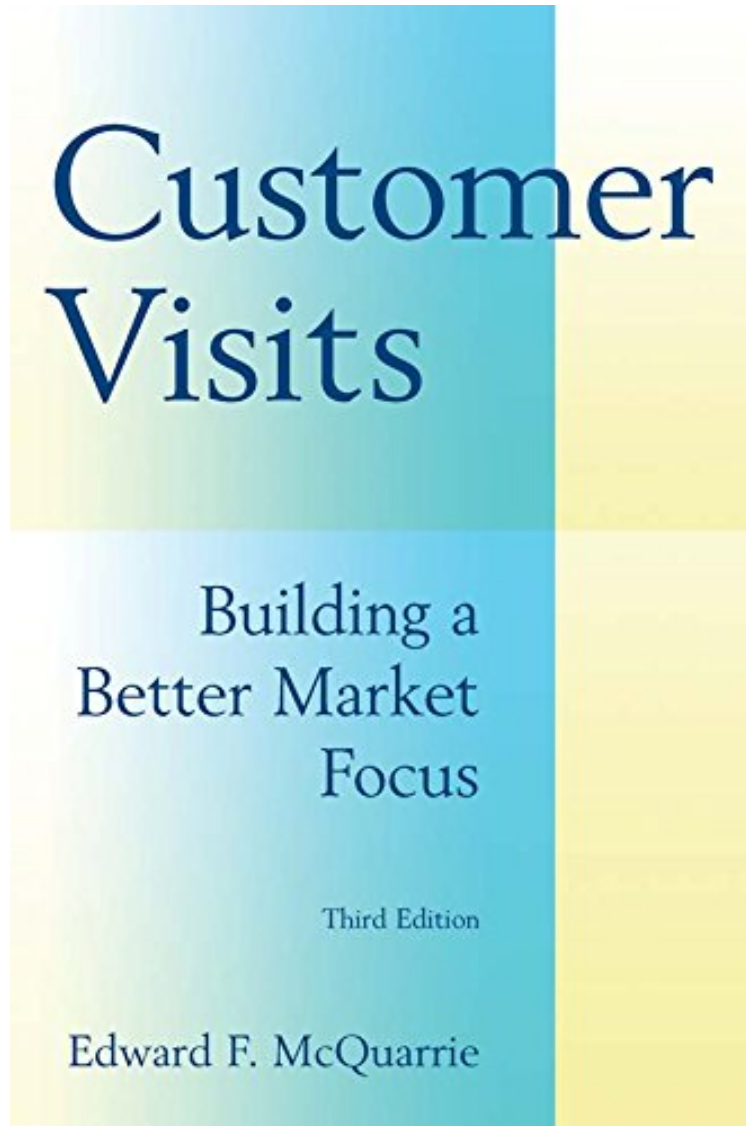


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Customer Visits: Building a Better Market Focus: Building a Better Market Focus

Edward F. McQuarrie
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Edward F. McQuarrie : Customer Visits: Building a Better Market Focus: Building a Better Market Focus before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Visits: Building a Better Market Focus: Building a Better Market Focus:

5 of 7 people found the following review helpful. Mandatory Reading for Product Development ProfessionalsBy Steven LinskEdward McQuarrie is clearly skilled in the practical use of customer visits (on-site interviews) as a qualitative data collection tool, particularly for B2B products. His frequent citations of real-world studies that support

investment in primary customer research are both useful and validating for industry practitioners engaged in new product definition. I gave this book 4 stars rather than 5 because it falls short in several areas that are important to prospective readers who may be working professionals looking for "a better way" to characterize customer needs. Customer requirements are only one (although arguably the most important) data point that influences new product definition. McQuarrie doesn't really position the customer visit method very well in the context of the other variables that drive overall product definition. Secondly, while the book does an excellent job describing how to go about planning and conducting customer visits, it fails to provide more than a cursory treatment of how to use the information collected to develop appropriate, useful, prioritized new product requirements in a resource-constrained environment. Other than these few items (which may be outside the focus of the text anyway), I would highly recommend this book. It provides valuable insight to understanding VOC (voice of the customer) and should be included in any serious product development professional's personal library.

6 of 7 people found the following review helpful. Good Ideas for Beginners and Advanced Alike
By A Customer I found this book to be quite easy to read and also make many useful, hands on types of suggestions of how to set up, conduct and debrief customer interviews. More than that, it also gives you a recipe for starting from scratch if you need it - that is, identifying what your purpose is, who you're going to interview, who should be doing the interviewing from your side (e.g. the Company's 'team'), how to conduct the interview and what to do once you've completed it. For those of you who are already familiar (or even comfortable) with Customer Visits, this book will still give you interesting and useful pointers - such as how to go about getting agreement from the customer to tape an interview and why this could prove invaluable to you in the future. In short, it's not a 'tour de force' for Customer Visit/Marketing junkies, but will surely give even those folks some good information that you can use. For the rest of us, it's quite a useful 'how to' book to start out with.

5 of 5 people found the following review helpful. Practical
By Jose Campos
McQuarrie obviously speaks from experience. His book is very practical, easy to navigate. Though, the most important attribute is that it is realistic. The author realizes the realities of the corporate environment and allows the reader to progress towards perfection rather than achieve perfection first time out. Ideal book for development teams. Many "how to" ideas and a logical progression.

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. The new edition of this widely used professional resource provides step-by-step instructions for making effective use of this market research technique. Using a wealth of specific examples, Edward F. McQuarrie explains how to set feasible objectives and how to select the right number of the right kind of customers to visit. One of the leading experts in the field, McQuarrie demonstrates how to construct a discussion guide and how to devise good questions, and offers practical advice on how to conduct face-to-face interviews. Extensively updated throughout, this third edition includes three new chapters as well as expanded coverage of the analysis of visit data. It also discusses which industries and product categories are most (and least) suitable to the customer visit technique. The author also covers how the customer visit technique compares to other market research techniques such as focus groups.

"We've asked hundreds of marketers and thought leaders for the most important thing a marketer can do for a firm. Answer: Bring new techniques for discerning real customer needs. That's where Customer Visits comes in. This jewel of a book shows you how to make customer visits powerful tools for customer insight. It's a great read and a powerful resource." -- Ralph A. Oliva, Executive Director, Institute for the Study of Business Markets Penn State University

"This new edition of Customer Visits is a must-read book for anyone whose firm markets products to other businesses. This is a book I read every few years, just to remind myself what a good execution of a piece of marketing research requires. I always strongly recommend it as a professional purchase to my MBA Marketing Core students. Ed McQuarrie presents a great deal of practical content on how to prepare for, conduct and analyze customer visits - in an enjoyably readable and practical form." -- Abbie Griffin, Royal L. Garff Presidential Chair in Marketing University of Utah

This book will interest company representatives and management involved in sales, customer relations, and marketing. It is clearly written and offers an interesting history of the development of the tradition the customer visit.

Reference Research Book News

About the Author
Edward F. McQuarrie is a professor in the Department of Marketing, Leavey School of Business, Santa Clara University, in California's Silicon Valley. He received his Ph.D. in Social Psychology from the University of Cincinnati in 1985 and a B.A. in Psychology and Literature from The Evergreen State College in 1976. His research interests include market research appropriate to technology products, on the one hand, and advertising strategies that call on rhetoric, narrative, and semiotic resources on the other. He has also written the book *Customer Visits: Building a Better Market Focus*, co-edited the volume *Go Figure! New Directions in Advertising Rhetoric*, and published articles in the *Journal of Consumer Research*, *Journal of Advertising*, *Marketing Theory*, *Journal of Consumer Psychology*, *Journal of the Market Research Society*, *Journal of Advertising Research*, and the *Journal of Product Innovation Management*, among others. For a current list of publications, you can access his profile on scholar.google.com or researchgate.net. He was Associate Dean for Assessment at the Leavey School of Business, 2001-2010, responsible for the assessment of learning outcomes and the

evaluation of teaching. He was Associate Dean for Graduate Studies, 1996ndash;2000, responsible for the MBA and Executive MBA programs. Professor McQuarrie began moderating focus groups in 1980 for Burke Marketing Research. He has consulted for a variety of technology firms and has taught seminars on effective customer visits, managing focus group research, marketing research methods, and similar topics for the Management Roundtable, Hewlett-Packard, Sun Microsystems, Microsoft, Apple Computer, Tektronix, Varian Associates, Cadence Design, and other clients, in England, Germany, and New Zealand as well as the United States.