



All Customers Are Irrational: Understanding What They Think, What They Feel, and What Keeps Them Coming Back

William J. Cusick

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As many businesses are discovering, customer behavior doesn't always make sense. That really shouldn't be surprising. As recent studies have shown, people tend to base their decisions on more subconscious, emotional desires than on rational, practical choices. What's more, customers aren't able to tell you accurately why they do what they do.

Combining recent research findings with real-world examples from his consulting practice on customer experience, William J. Cusick examines how the subconscious part of the brain drives the decisions and behavior of every customer on a daily basis and introduces the concept of "the irrational customer." *All Customers Are Irrational* shows why businesses must change their approach to attracting and retaining customers, and proposes ways they can alter their strategies on everything from customer research, product design and website development to call center management, employee recruitment, and retail store layouts, by focusing on what customers are actually doing instead of what they're saying. Honest, direct and insightful, *All Customers Are Irrational* will help businesses tap into the impulses and motivations that both attract and retain consumers for the long haul.

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Jeanie Clark:

A lot of people always spent their free time to vacation or perhaps go to the outside with them family members or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity that's look different you can read the book. It is really fun for you personally. If you enjoy the book that you just read you can spent the whole day to reading a reserve. The book All Customers Are Irrational: Understanding What They Think, What They Feel, and What Keeps Them Coming Back it is rather good to read. There are a lot of folks that recommended this book. These were enjoying reading this book. In case you did not have enough space to develop this book you can buy the actual e-book. You can m0ore effortlessly to read this book from the smart phone. The price is not too costly but this book offers high quality.

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