



BUY ME! New Ways to Get Customers to Choose Your Product and Ignore the Rest

Marshal Cohen

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18 easy ways to ensure consumers choose your product over the competition's

The world of consumer business is always hit hardest during a recession. But that doesn't mean you can't still drive sales and growth for your own organization. All it takes to come out on top, even in the toughest economies, is a keen understanding of consumer psychology and the right strategy.

Written by Marshal Cohen, a global leader in market research and consumer behavior, *Buy Me!* takes a close look at customer behavior in today's economy and provides 18 simple techniques you can apply right away to make your products irresistible to customers, by

- Adding new, must-have features through dramatic upgrades
- Providing extra services to add value
- Building upon a strong reputation and impressive brand heritage
- Reevaluating every product to make your company lean and mean as possible

Cohen explains how to use these techniques to create a can't-lose business strategy—helping you turn adversity into opportunity and ultimately generating dramatic profits and growth.

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