

Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs

By Craig Stull, Phil Myers, David Meerman Scott



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If you market a product, service, or idea in any business, industry or organization, you must read Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs, a guide to understanding and meeting the needs of consumers, whether or not they make those needs clear. An easy-tofollow six-step process developed over the past 15 years can help you address unsolved problems, recognize buyer personas, quantify impact and create breakthrough experiences. Stop wasting time by guessing what your market needs and start understanding consumer desire.



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