



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

By Edward F. McQuarrie



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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. 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.

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### Editorial Review

#### Review

"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](https://scholar.google.com) or [researchgate.net](https://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, 1996-2000, 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.

### Users Review

#### From reader reviews:

#### Michael Davis:

Do you have favorite book? If you have, what is your favorite's book? Book is very important thing for us to understand everything in the world. Each book has different aim or maybe goal; it means that guide has

different type. Some people experience enjoy to spend their time to read a book. They are reading whatever they take because their hobby is reading a book. Consider the person who don't like reading a book? Sometime, man feel need book if they found difficult problem or exercise. Well, probably you will require this Customer Visits: Building a Better Market Focus: Building a Better Market Focus.

**Stacy Perry:**

Nowadays reading books be a little more than want or need but also turn into a life style. This reading habit give you lot of advantages. The huge benefits you got of course the knowledge even the information inside the book which improve your knowledge and information. The details you get based on what kind of publication you read, if you want attract knowledge just go with education books but if you want really feel happy read one having theme for entertaining including comic or novel. The Customer Visits: Building a Better Market Focus: Building a Better Market Focus is kind of guide which is giving the reader unpredictable experience.

**Clara Gay:**

Why? Because this Customer Visits: Building a Better Market Focus: Building a Better Market Focus is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will surprise you with the secret this inside. Reading this book beside it was fantastic author who also write the book in such remarkable way makes the content on the inside easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you for not hesitating having this nowadays or you going to regret it. This amazing book will give you a lot of benefits than the other book have such as help improving your talent and your critical thinking method. So , still want to hold up having that book? If I were you I will go to the reserve store hurriedly.

**Eulalia Perry:**

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