



If You Build It Will They Come?: Three Steps to Test and Validate Any Market Opportunity

By Rob Adams

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, If You Build It Will They Come?: Three Steps to Test and Validate Any Market Opportunity, Rob Adams, Know if you'll hit your targets before pulling the trigger on any marketing plan More than sixty five percent of new products are commercial failures, and if you compound this with a recession, now more than ever you can't afford to be wrong. In If You Build It Will They Come, business professor and strategy consultant Rob Adams shows you how to make sure you hit your target market before you spend a lot of money. He shows you the fast, systematic and proven approach of performing Market Validation in advance of making a large product investment. Adams outlines a simple and effective market validation and testing strategy that is proven, giving entrepreneurs and managers the ability to dramatically improve the prospect of product success. He explains how to quickly gather information on competitors, directly interview members of your target market, and figure out what the market really wants to buy, versus what customers say they want. * The steps to quickly understanding the viability of your market * Where to...

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