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Este libro intenta presentar una visión teórico-práctica de los fundamentos del *Consumer Insight* como concepto, herramienta y fundamento de un marketing consumocéntrico, es decir, un marketing basado en las personas. Se detallan las técnicas, herramientas y casos de marcas que han construido sus promesas de valor o estrategias fundamentadas en estas verdades humanas.

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