



Your Gut Is Still Not Smarter Than Your Head

Kevin Clancy and Peter Krieg (John Wiley & Sons, \$29.95)

Marketing has always been a blend of art (gut) and science (head). Lately, the emphasis has been on art. But sales of eight out of 10 U.S. companies are holding steady or declining, despite an increase in overall marketing spending.

Here's an example of gut thinking: If you were introducing a new product, which would be your best target market — heavy users, category users, demographic users or nonusers?

Heavy users are usually the top choice, but they're usually price-conscious and brand loyal. Category users and demographic users buy for different reasons: Those with children would make different choices than empty-nesters. Nonusers are nonusers for a reason.

The point: Research the markets before deciding.

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