



Summary: The Influentials - Ed Keller and Jon Berry: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy.

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Complete summary of Ed Keller and Jon Berry's book: "The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy".

This summary of the ideas from Ed Keller and Jon Berry's book "The Influentials" shows that, for most people, the first step in the buying process is to ask someone what they think, and then to test-drive those ideas and suggestions with others before making a purchase decision. Therefore, to forecast what direction consumer preferences will move in the future, it isn't necessary to research the entire population. In their book, the authors encourage all business owners to know and understand what the "influential people" are thinking - this will give you a good indicator of what the population as a whole will say. This summary provides an insight into the mind-set of these influentials and how you can predict their opinions.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "The Influentials" and discover the key to getting the influential people on board, so that everyone else will follow.

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