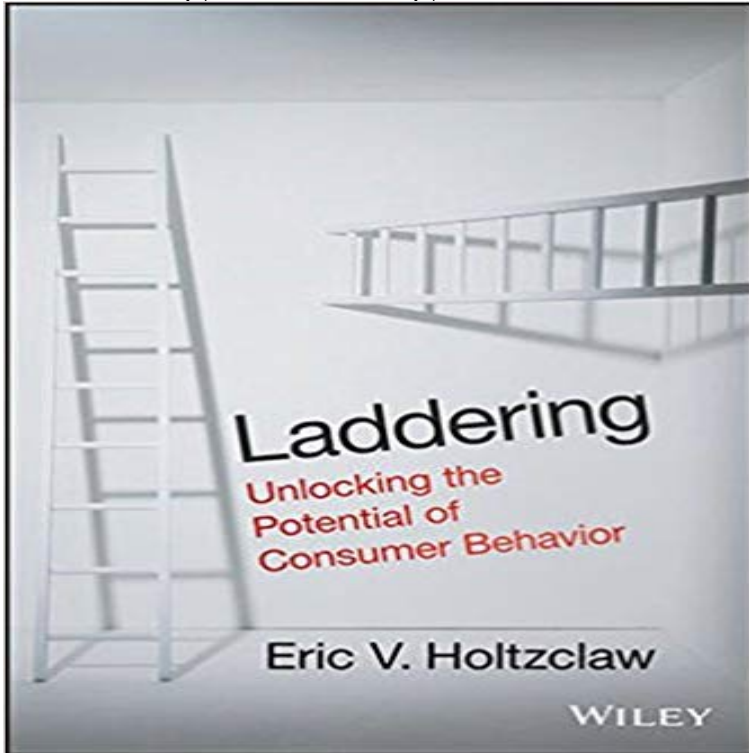


## Laddering: Unlocking the Potential of Consumer Behavior



Marketing and product development best practices for a fragmented economy. The rules for marketing and product development have changed forever. You no longer control where and how consumers receive marketing messages. The consumer is in charge, with ever-growing choices and a shrinking decision window. Therefore, it is crucial to understand what drives customer behavior to design products, marketing, and experiences that will succeed. Laddering explains how to better understand your customers' core values. Learn to ask the right questions from your customers, use it to analyze your data, and unlock the true potential of your product or service. Use Laddering techniques to map your customers' DNA and understand why consumers buy from you. Helps you look at your customers in a new way and as a result maximize your profits and reduce your support costs. Provides a framework for evaluating what marketing messages, campaigns and experiences are appropriate. Author Eric V. Holtzclaw is CEO and founder of User Insight, a user experience research firm and Laddering Works, a marketing strategy and consulting firm. His weekly radio show, The Better You Project, shines a spotlight on entrepreneurs' business journeys, his column Lean Forward appears weekly on INC.com and he is a regular contributor to CMO.com. You must understand what is truly important in order to build relationships with consumers and to market for success in the new many-to-many economy. Laddering offers the tools and knowledge you need to thrive.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22\_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22\_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122\_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22\_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122\_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122\_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen.

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