



Press release

»Through Your Customer's Eyes. Discover What Truly Matters to You and Your Customers« The brand-new guidebook by market researcher Herbert Höckel.

Düsseldorf, 4 December 2025

Following *Customer Centricity Mindset* (2021), Herbert Höckel's latest guidebook on market research, »Through Your Customer's Eyes«, focuses even more on customer centricity, customer satisfaction and successful customer journeys.

Höckel says: 'In today's digital world, unpredictability is the new normal. So how do you still reach customers, earn their trust, and turn them into lifelong fans? The answer: by making them the centre of everything you do.'

He adds: 'Customers are online, they want to have their say and they think globally. That makes them unpredictable but exciting at the same time. Not least thanks to new digital tools, it is still possible to find out what really makes them tick and how to reach them effectively.'

The book covers all aspects of a company in a B2B and B2C context and is primarily aimed at managing directors, brand managers and marketers. In addition to innovative market research methods, readers will learn everything about trends shaping our digital age and practical tools to create unforgettable customer experiences. Making this an important guide for executives.

Key Facts

»Through Your Customer's Eyes - Discover What Truly Matters to You and Your Customers« with a foreword by Simon Chadwick, 231 pages
Publication date: October 2025, paperback
ISBN: 979-8272384805, link to the book [here](#)

About Herbert Höckel

Höckel has been one of the pioneers in digital market research since 2004, when he founded his own institute, moweb research GmbH, in Düsseldorf (Germany). Furthermore, he is a consultant and keynote speaker on topics such as customer centricity, innovation and disruption. Since 2021, he has also been CEO of AMR Advanced Market Research (Düsseldorf).

Contact person for queries

Marco Kessler | press officer | m.kessler@mo-web.net | +49 (0)221 66 95 85 19

moweb research GmbH

Mertensgasse 12 | 40213 Düsseldorf | info@mo-web.net | +49 (0)211 828 28 00
www.mowebresearch.com

address

moweb research gmbh
mertensgasse 12, 40213 düsseldorf

contact

t +49 211 8282800, f +49 211 8285429
info@mo-web.net, www.mo-web.net

business details

düsseldorf, germany – hrb 49478
tax: 103/5747/1589 – vat: de234734922

managing directors

oscar ryan gibson
herbert ernest höckel