



Strategic Market Research: A Guide to Conducting Research that Drives Businesses

Anne Beall

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What determines whether market research makes a difference for an organization? The difference is the approach. Strategic market research is an approach that makes a large impact on the companies that use it. In Strategic Market Research, author Anne Beall shares her unique approach for conducting market research. With more than fifteen years experience of conducting market research, Beall details a set of strategic research principles she has developed. Strategic Market Research discusses: Identifying the strategic questions that will help a business Using the right research techniques to answer these questions Obtaining the level of depth required to have insight Reading the nonverbal communications of research respondents when doing qualitative work Identifying the emotional aspects of human behavior Using statistical analyses to understand what drives markets Going beyond the data to interpret the results and make strategic recommendations In addition to talking about qualitative as well as quantitative research, Strategic Market Research provides real-life examples of how these concepts have been applied in businesses and non-profit organizations. Implementing the strategic approach from the beginning to the end of a project provides information that inspires and changes organizations.

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