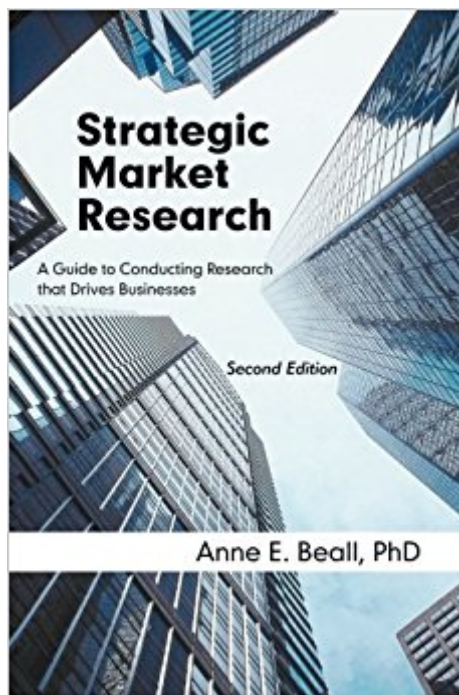


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Strategic Market Research: A Guide To Conducting Research That Drives Businesses, Second Edition



Synopsis

For a company to embrace market research as a facilitator of change, it must be willing to take the approach that makes the most impact on its organization. That approach is the key in making a difference using market research. In this guide, author Anne Beall shares her unique procedure for conducting strategic market research. With more than fifteen years of experience in conducting market research, Beall details the strategic principles she has developed that impact the way in which market research can inspire and change an organization. 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 addressing both qualitative and quantitative research, Strategic Market Research provides real-life examples illustrating the application of these concepts in various scenarios, including businesses and non-profit organizations. Implementing the strategic approach from the beginning to the end of a project provides information that promotes change.

Book Information

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Customer Reviews

Anne E. Beall is president of Beall Research, Inc. and has held positions at the Boston Consulting Group and National Analysts. She specializes in conducting large-scale, complex strategic studies for Fortune 500 companies. She received her MS, M.Phil. and Ph.D. degrees in social psychology

from Yale University.

A book so important to have it

Very practical and approachable. Her depth of knowledge is apparent and her writing style wastes no time. The font was little too small for easy digestion but overall I highly recommend this book. I averaged about 1.6 minutes/page and finished the 101 pages in 2.7 hours

Excellent introductory book on market research. It's emphasis on strategy helps to put meaning behind numbers. I have decided to assign it as a supplementary book in my marketing research classes. My students seem to enjoy it...

I picked up this book at the recommendation of a professor - it's a great place to start for anyone who thinks they might be interested in market research but doesn't really know what it is. The book is short, clear and stays on topic, covering big ideas in a very digestible way for people who want an initial exposure to the field without being overwhelmed. As a first-time student of market research, I was particularly pleased to find a table in the book that paired different market research tools with different scenarios. This book would probably be too simple for someone with extensive market research experience, but for a beginning student, I think it's ideal. It would also be great for a business owner who is thinking of buying market research for their business but doesn't know how to get started.

This book is pretty much for beginners. It's compact and can provide you some sense of overall market research field. But the cases given are not that clear with details...and too much of here and there. Easy to read, but won't get you any significant advancement.

This book provides a quick, 50K+ foot view of market research. However, do not interpret 50K as meaning strategic.

One of the best books on Market Research out there. I teach a class on consumer Insights and am primarily a practioner. I was looking for a book that would guide my students on the kind of "thinking" required when doing research and was also a realistic description of how research works in practice.. Most of the other books are big and thick and highly technical. This small book

succeeded in both capturing on a high level what doing research and doing it right is all about and at the same time it provides nuance into what to look for given how people actually behave. The book approaches research as Story-Telling and explains how to get to the kinds of insights that can fuel actual client strategies. As a social Psychologist market research Practitioner Anne Beall is particularly attuned to how to read body language when interviewing, yet that is just one of many things this surprising little book provides to practitioners and those studying the field alike.

This is a great little book about market research. I have used some of the information in this book to conduct trainings and in research classes. It provides a concise summary of types of projects (quantitative and qualitative), different data collection strategies and it reflects the real-world challenges and experiences of a seasoned researcher. It is a quick read, so not a comprehensive handbook, but definitely fulfills the title -- it is a guide. I think it is useful for newcomers to the field as well as experienced professionals and definitely recommend it.

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