

Index

- 3G networks 134, 143, 148, 166
 3i principle 489, 491–2, 495–7
 4Ps 48
 24/7 society 392–3
 80:20 rule 389
 360 degree views 13
 ABC 224
 Abernathy, W.J. 151
 absolute readings, marketing intelligence 7
 access panels 71–2, 79, 223, 334, 383–4, 398, 405–18
 see also panels
 accompanied shopping 80, 162–3
 accountability 11, 33–4, 252–3, 588–91
 ACORN geodemographic classifications 223, 561
 acquisition costs, customers 350
 ACSI (American Customer Satisfaction Index) 351
 act-test concepts, *see*-act-launch innovation phases 149–52, 158–67
 action plans, employee research 330–1
 action/fast edits, youth research 292
 actionability concepts 24, 372–5
 ad briefings, concepts 112–14
 ad tracking 113–15, 212–15, 223, 495–6
 ad-hoc research
 concepts 39–40, 44–5, 55–6, 67, 99, 143, 174–6, 222–3, 245
 statistics 55–6, 222–3
 adjacency extensions, segmentation 161
 ADM 588
 adolescents, youth research 283–97
 adoption/diffusion barriers, technological developments 143, 159–60
 adUlescents, youth research 284–97
 advanced analytics
 concepts 116–18, 384–6
 opportunities/threats 386
 surveys 386
 advertising 40, 41–2, 55–6, 59–60, 111–15, 173, 180, 186–9, 200, 202–3, 205–6, 208–15, 219–38, 349–50, 390, 452–3, 486–7, 492–8
 AIDA 493
 brain science technique 492–8
 budgets 112, 202–3
 evaluations 112–15, 188–9, 200, 202–3, 212–15, 492–8
 historical background 40, 41–2, 187–8
 media agencies 220
 media performance measurements 226–7
 media research 219–38
 persuasion objectives 187–9, 227, 481
 pretests 112–15
 recall objectives 187–9, 481, 494–5, 497
 refined market propositions 186–9
 saliency 173
 statistics 55–6, 202–3
 strategy selections 202–3
 tests 111–15
 tracking campaigns 113–15, 212–15, 223, 495–6
 working memory 493–7
 advertising attentiveness level, media performance measurement 226–7
 advertising communication level, media performance measurement 226–7
 advertising exposure level, media performance measurement 225–6
 advertising persuasion level, media performance measurement 227
 Advertising Research Foundation 224
 advertising response level, media performance measurement 227, 234
 advocacy and word of mouth marketing, market research contrasts 57
 AEPM 222
 affect
 attention 493–4, 497
 concepts 493–6, 497
 Affinity LLC 226
 Africa 53–6, 77–9, 228–32, 243, 245, 299–309, 336
 see also individual countries
 data-collection techniques 77–9, 228–32
 industry statistics 53–6, 228–32
 media research 228–32
 social research 243, 245
 ageing populations 145–6, 154

594 Index

- agencies 12, 14, 27, 39–40, 53, 55–6, 188–9, 220–38, 307–8, 346, 503, 514–23
see also market research agencies
- AI (artificial intelligence) 89–90, 386, 421, 422, 550, 568–9
- AID (automatic interaction detector) 89–90, 551, 561–9
- AIDA (Attention–Interest–Desire–Action model) 493
- airline miscommunication, semiotics 448, 449
- Alexander, Monty 461–2
- alignment needs, human resources 196
- alternative hypothesis, significance testing 532–68
- Ambient Experience Design 157–8
- Ambler, Tim 493
- American Customer Satisfaction Index (ACSI) 351
- American Marketing Association 60, 131
- amygdala 484, 493
- AN (article numbering) 71
- analysis processes
 employee research 329–30
 ethnography 439–43, 474–5, 476–80, 496–7
 holistic approaches 23–4, 57–8, 112, 173–4, 354, 370–5, 436
 ISO 20252 93, 588
 market research 23–4, 59–60, 88–90, 93–5, 102, 115–18, 137–8, 329–30, 370–9, 505–13, 516–17, 519–20, 525–68
 multivariate analysis 88–90, 270–1, 277–8, 329–30, 505, 508–9, 550–69
 statistical analysis 23–4, 38, 525–68
- Anatomical Classification System 269
- anchorage and adjustment heuristics, customer satisfaction 360
- Anderson, Chris 389
- Anderson, Ken 441
- Andrex 190
- answers
see also questions
 meaning 22
- anthropology 38, 41–2, 59–69, 162–6, 281, 435–45
see also ethnography
- AOL 382
- Apple 134, 166, 204, 289, 437, 448
- appraisal theory, concepts 484–5
- appraisals, standards 94–5
- Arbitron 56, 230, 233–4, 237
- Argentina 229, 232, 589
- Aristotle 132
- aromatherapy 114–15
- Art Nielsen 42–3
- article numbering (AN) 71
- artificial intelligence (AI) 89–90, 386, 421, 422, 550, 568–9
- Asia Pacific 53–6, 77–8, 79–81, 156–7, 228–32, 295–6, 336, 337, 589–90
see also individual countries
 cultural issues 77–8, 79–81, 156–7, 295
 data-collection 77–8, 79–81, 228–32
 industry statistics 53–6, 228–32
 media research 228–32
 mystery shoppers 336, 337
 youth research 295–6
- ASPs, online panels 410
- association detection, data mining 426–8
- ATMs 381
- attention
 affect 493–4, 497
 concepts 493–5
- Attention–Interest–Desire–Action model (AIDA) 493
- attitudes 6–7, 15, 18, 19–20, 59–60, 66, 181, 185–6, 223, 239–49, 286, 288–9, 292, 294–5, 431–2, 482, 576–7
see also beliefs; values
 concepts 18, 19–20, 59–60, 66, 76–81, 181, 185–6, 223, 239–40, 286, 288–9, 292, 431–2, 482, 576–7
 cultural issues 76–81
 data fusion 431–2
 definition 19–20
 emotive factors 20, 32
 intellectually-derived assessments 20
 platitudes 20, 22–3
 profile characteristics 19–20, 181
 psychographics 223, 576–7
 range 18
- attitudinal information, concepts 19–20
- Audi 5–6
- audience type/quality, media research 220, 223–7, 235–6
- audience-measurement steps, media research 223–7
- Australia 53, 77–9, 91, 189, 228, 231, 589
 data-collection 77–9, 228, 231
 industry statistics 53–4, 228, 231
- Austria 228, 231, 245
- auto-ethnography, concepts 444
- automatic interaction detector (AID) 89–90, 551, 561–9
- automotive industry 54–5, 185, 267, 275–9, 450–1
 car clinics 279
 complexity issues 276
 concepts 54–5, 267, 275–9, 450–1
 emotional relationships 280
 features 276–9
 launches 279
 market research 54–5, 267, 275–9
 means-end relation theory 280
 positioning research 279–80
 products 276–9
 saturated market 275–6
 secrecy conditions 276
 semiotics 450–1
 statistics 54–5, 275–6
 technological developments 267, 275–9
- averages, concepts 528–31
- B2B *see* business to business
- B2C *see* business to consumer
- babies, youth research 283–97
- Bacardi Breezer 463
- Backcasting 153, 162–3
- background section, RFP 502–3, 510–11
- Bain 143, 148
- Baker, Ken 525–68
- Bakhtin, Mikhail 464
- balance-sheet of pros and cons, decision-making 32
- balanced scorecards 10–11, 319, 329–31, 334, 353

- banks
 customer satisfaction 352, 359
 data mining 421
 banner advertisements 225–6, 234
 BARB TV viewing data 45–6
 Barilla, Alimentare 444
 Barry, Peter 456–7
 Barthes, Roland 451
 Barwise, P. 136
 Bases 210, 215
 Batchelors Supernoodles 185
 Bayesian procedures 89, 374
 Baylor College 489, 490, 492
 beachhead segments 160–7
 BehaviorScan 208–10
 behavioural information, concepts 19–20, 45–6, 431, 576–7
 behaviours
see also psychology
 classifications 576–7
 concepts 18, 19–20, 37–60, 76–81, 165–6, 175–6, 288–9, 292, 431–2, 483–98, 576–7
 cultural issues 76–81, 436–45
 innovation barriers 165–6
 observation techniques 20–1, 40–1, 57–8, 62, 74–6, 80, 102, 115–18, 125–7, 144–5, 153–5, 162–6, 183–4, 227–30, 281, 334–46, 393–4, 435–45, 474–80, 496–7, 576, 590
 profile characteristics 19–20, 171–6, 181
 range 18
 Belgium 226, 228, 231, 301
 beliefs
see also attitudes
 concepts 20, 26, 448–67, 482
 Bell Atlantic 196
 bell-shaped distributions *see* normal distributions
 Bem, Daryl 360
 benchmarking 126, 155, 329–30
 benefit delivery, product refinements 193–4
 benefit statements, insights 144–5
 ‘Best Companies’ competitions, human resources 320
 Best Value customer satisfaction surveys 336
 Betamax 204
 Bettleheim, Bruno 462
 Bevolo, Marco 149–67
 biases 16, 19–20, 27, 29, 52–3, 82–8, 165–6, 175–6, 236, 408, 442, 489
 bidders
see also suppliers
 research brief 501–23
 biology 481
 Bishop, George 314
 Blackberry 134
 BlackPlanet 444
 blind tests 42
 blogging 80, 96, 181, 246, 388, 393, 416
 Bloomerco 413
 Bluetooth 381, 393
 Boas, Franz 436
 Body Shop 9
 Boeing 388–9
 Bono’s Thinking Hats 137
 bottled water, semiotics 457
 boundaries, problem definition skills 13–14
 Bounty 191
 brain imaging, concepts 482–6, 489, 490–1, 496–7
 brain science technique 76, 159, 389–90, 399, 481–98
see also neuromarketing
 advertising 492–8
 concepts 389–90, 399, 481–98
 contributory academic disciplines 481, 482
 critique 490–2, 496–7
 definition 481–2
 emotional brand response 488–92
 feel–do–think cognitive model 485
 focus groups 496–7
 market research 488–91
 old intuitive practices 491–2, 497
 radical innovations 159
 theoretical principles 483–7
 brainstorming sessions 63–4, 183–4, 443
see also qualitative research
 brand attraction maps 177
 brand awareness, concepts 51, 172–3, 176–7, 180, 203–4, 207–8, 214–15, 226–7
 brand DNA, semiotics 451–2
 brand equity 105–13, 173, 182–3, 195–6, 518
 dilution dangers 195–6
 product innovations 105–13, 518
 product quality 183, 204
 promotions 173
 sales trends 182
 brand experience, concepts 178
 brand identity, brand image 138–41, 180
 brand image, concepts 138–41, 172–3, 180–1, 214–15, 488–91, 558
 brand imagery, concepts 178–9, 181
 brand impact, customer satisfaction 356–8
 brand management 139–41, 171–97
 Brand Price Trade Off approach, pricing 192–3
 brand profiling 44, 66
 brand strength 51
 brand usage, concepts 176–8
 brand-personification projective technique 74
 brandDelphi 360
 brands 12, 41–2, 66, 101, 105–11, 169–97, 200, 202–5, 451–2
 case studies 170–1, 189
 change for change’s sake 170
 co-creation developments 388–9, 474–80
 communications 173, 180–1, 183–6, 200, 202–3
 competitors 171–86
 emotions 488–98
 extensions 194–5, 200, 202, 276–9
 healthy brands 169–97
 human resources 173, 183–5, 196
 master brands 194–5
 own-label brands 185
 packaging issues 172, 189–91, 270, 495–6
 pricing issues 172–3, 191–3, 200, 204–5
 promotions 173–5, 339–40
 psychology 101–2, 105–12, 159, 165–6, 170
 reality/aspiration gap 138–41
 refined market propositions 169–97, 451–2

- brands (*Continued*)
 repositioning considerations 184–6, 279–80, 452–4
 representativeness concepts 165–6, 170, 403–4
 sales' assessments 173–82
 status-quo traps 169–70, 183–6
 strategy selections 200–5
 weaknesses 171–81
 word-of-mouth recommendations 12, 57, 96, 181, 355–6, 358–9, 360–2, 387
- Braun 141
- Brazil 91, 96, 156, 189, 229, 232, 508, 589
- BRIC economies 96, 142
see also Brazil; China; India; Russian Federation
- briefings 14, 112–14, 121, 124–7, 259–60, 501–23
see also request for proposal; research proposal
 coding processes 88
 communication forms 501, 522–3
 components 501
 concepts 259–60, 501–23
 ESOMAR guidelines 501
- Bright Pupil eye-tracking/scanning techniques 76
- British Crime survey 43
- British Standards 91
- Brown, Gordon 187
- Brut message, concepts 112–15
- Bryce, James 312
- Buckley, Andrew 319–31
- budgets 9–10, 15, 259–60, 263, 509–10, 513, 518, 521–2
 advertising 112
 B2B research 259–60, 263
 business plans 9–10
 ethnography 443
 research design 15
 research proposal 518, 521–2
 RFP section 509–10, 513
- Build Your Own surveys (BYOs) 385–6
- Bush, George 315
- Bush, George W. 313–14
- business environment, historical background 48–9
- business intelligence functions, concepts 115–18, 421–2
- business knowledge sources 371
- business managers, micro research process 121–7
- business models, future prospects 96–7
- business plans
see also mission; vision
 concepts 9–10, 377–8
- business processes, balanced scorecards 10–11
- business radar 8–9
- business to business (B2B) 55, 59–60, 63, 67, 68, 79, 97–8, 251–65, 337, 384, 505, 508
 accountability issues 252
 approaches 259–62
 B2C contrasts 63, 67, 68, 70–1, 79, 97–8, 251–65, 505, 508
 brief 259–60
 budgets 259–60, 263–4
 client profiles 263–4
 concepts 55, 251–65, 337, 384
 confidentiality issues 253, 256, 258
 costs 259–60, 263–4
 critique 253–5, 262–5
 data-collection 63, 67, 68, 79, 97–8, 251–65, 505
 decision-making 254–5
 definition 251
 eB2B research 262
 employment trends 264–5
 future prospects 252, 263–5
 gatekeepers 253–4
 guidelines 262–3
 incentive payments 264
 international research 258
 interviews 253, 254, 255–65
 issues 253, 257–8
 myths 256–7
 new products 255
 PR exercises 254–5
 qualitative research 255–65
 questions 257–8
 relative importance in market research 256–7
 research areas 254–5
 respondent FAQ's 255–6
 response rates 257–8
 sales functions 253, 254, 255
 sampling considerations 252–5, 260–2
 stakeholders 252–3
 statistics 55, 256
 tax advantages 251
 third parties 255–6
 time factors 257–8, 260–3
 travel issues 263–4
 uses/abuses 253, 254–5
 ways of working 259–62
- business to consumer (B2C) 63, 67, 68, 70–1, 97–8, 337
see also consumers
- buyers *see* clients
- BYOs (Build Your Own surveys) 385–6
- cable TV 43
- Cablecom 432–3
- call centres 68, 145–7, 335, 337, 340–2, 345
- Calvin Klein 458
- cameras, data-collection options 20–1, 162–6
- Canada 53, 91, 229, 232, 335–6, 510–13, 589
- Canon 134
- CAPI (computer-assisted personal interviewing) 67–8, 222
- capitalism 246, 300
- car clinics, automotive industry 279
- Caribbean 81
- Carnival concepts, semiotics 464
- CaRT 390–1
- Carter, Rita 484
- cartoon-tests projective technique 74
- Cartwright, Phillip 149–67
- CASI (computer-aided self-completion interviewing) 69, 257, 260–1, 325–6
- CASRO (Council of American Survey Research Organisations) 325, 589
- catering industry 367
- CATI (computer-assisted telephone interviewing) 68, 71–2, 79–81, 261–2, 317, 338
- cause-and-effect relationships, marketing intelligence 7, 426–7

- CAWI (computer-aided web interviewing) 69
 CBS News 316
 CCTV 381, 590
 CD players 204
 census data
 databases 44–5, 49, 58
 employee research 324
 Central & South America
 see also individual countries
 cultural issues 81, 295
 data-collection 81
 industry statistics 53–6
 Central America 81
 central location interviewing 79–80, 210–11, 506,
 519–20
 CEOs 120, 134, 252, 322, 327–8, 369, 510–11
 CFOs 252
 CHAID (chi-square automatic interaction detector)
 89–90, 390, 551, 564–9
 Challenger Space Shuttle disaster 33
 Chan Kim, W. 136
 Chanel 458
 changes
 change for change's sake 170
 complex/fragmented market places 33–5, 134, 156–7,
 367–79, 381–400, 470–80
 degrees of innovation 200–2
 market research 3–36, 57–8, 62–4, 134, 147–8,
 367–79, 381–400, 573
 relative changes 7
 residual/dominant/emergent code changes 459–60,
 465
 charting concepts 571
 chatrooms 96, 416
 chi-square
 concepts 89–90, 542–3, 556, 561, 564–9
 tables 542–3
 chi-square automatic interaction detector (CHAID)
 89–90, 390, 551, 564–9
 Chief Marketing Officers (CMOs) 120–1, 170
 children, youth research 283–97
 Chile 229, 232
 China 54–5, 79, 96, 156, 228, 231, 246, 299–300, 392
 data-collection 79, 96, 228, 231
 Internet 96
 mobile phones 392
 social research 246
 choice base conjoint 89, 384–5
 choice modelling, concepts 384–5
 class intervals, concepts 528–31
 classification data, concepts 19–20, 200–1, 211–12,
 223, 236, 525–6, 537–41, 571–83
 classification standards 223, 236, 571–83
 see also demographics
 critique 577
 other forms 575–7
 recent developments 573
 stakeholders 572–3
 classified data, concepts 525–6
 Clean & Clear 191
 'click-thrus', Internet 226
 client market researchers, concepts 12–14
 client online panels 414–18
 clients
 B2B 263–4
 research brief 259–60, 501–23
 RFP 501–23
 clinical trials, pharmaceuticals and healthcare industry
 269–70, 271–2, 274–5
 Clinton, Bill 315–16
 clues, exploratory research 17
Cluetrain Manifesto 361
 cluster analysis
 concepts 426–7, 430, 558–61
 data mining 426–7, 430
 cluster sampling
 see also multistage sampling
 concepts 83–4, 89, 558–61
 CMOs (Chief Marketing Officers) 120–1, 170
 CNIL 325
 co-creation developments 388–9, 474–80
 co-educators 286–7
 co-ordinated corporate objectives 10–11
 Coca Cola 139, 170–1, 189, 289, 293, 494
 codes of conduct 38–9, 59–60, 95–6, 253, 256, 258,
 325, 343–4, 585–91
 coding processes 61, 85, 87–8, 126–7, 431, 447–67
 briefing 88
 concepts 87–8, 431
 critique 87–8
 objectives 88
 semiotics 447–67
 cognition contrasts, emotions 482, 485–7
 cognitive heuristics 359–60, 485–7
 cognitive neuroscience
 see also brain science technique
 concepts 482–98
 cognitive science, concepts 485–6
 Coke 170–1, 489, 492
 collaborations
 ethnography 437, 440–1, 474–5, 476–80
 refined marketing propositions 196
 collages projective technique 74
 Collins, Jim 136
 combination concepts, information 45–6
 comfort zones, corporate think 30–1
 commercialisation of innovations, *see-act-launch*
 innovation phases 149–52, 160–7
 commoditisation challenges, innovations 470–1
 communications
 brands 173, 180–1, 183–6, 200, 202–3
 business plans 9–10
 confidence factors 47
 continuous dialogues 473–80
 employee research results 330–1
 ethnography 438–9, 440–1, 474–5, 476–80
 insights 164, 474–80
 market research uses 44, 46–7, 53, 59–60, 150,
 159–60, 164
 mix 111–15, 180–1, 186
 multiple-encounters approach 475–80
 noise problems 47
 packaging 189–91
 quality considerations 180–1, 326

598 Index

- communications (*Continued*)
 radical innovations 150, 159–60, 164
 research brief 259–60, 501, 522–3
 semiotics 451–67
 strategy selections 200, 202–3
 testing 205–11, 212–15
 youth research 292
- communism 246, 312
- company strategies
 challenges 147–8, 200–5
 concepts 131–48, 200–15, 451–2, 455
 definition 131
 focus 135–8, 373–5
 geographic expansion 142–3
 intelligence sets 374–8
 landscaping new markets 135–43
 market research 131–48
 market-sizing considerations 141–3
 mergers and acquisitions 97, 131, 139–40, 145–7, 319–20
 opportunities 135–44
 presentations 132
 reality/aspiration gap 138–41
 seized opportunities 141–3
 situation-complication-resolution framework 132–6
 stakeholders 132–4
 strategic propositions 143–5
 strategy process 131–4
 target groups 137–8, 141–2
 time factors 132, 200–2
 where-to-play choices 138–41
- compensation levels, surveys 29
- competitive analysis 48–9
- competitors 3–4, 11, 23–4, 48–9, 131–48, 149–67, 171–86, 192–3
see also marketing intelligence
 assessments 171–82
 business plans 9–10
 company strategies 131–48
 correspondence maps 178–9
 emergence 134, 183–4
 insights 155
 marketing intelligence 11, 131–48
 online research 418
 paradigm shifts 134–6
 pricing 192–3
 radical innovations 149–67
 refined market propositions 171–82
 sales' assessments 173–82
 understanding the environment 173–82
- complementing products 213–15
- complex market places 33–5, 42, 470–80
- computer direct interviewing
see also quantitative research
 concepts 69
- computer uses 67–8, 69, 71–2, 79–81, 208–10, 222, 257, 260–2, 317, 325–6, 338, 550
see also technological developments
 micro test markets 208–10
 significance testing 550
- computer-aided self-completion interviewing (CASI)
 69, 257, 260–1, 325–6
- computer-aided web interviewing (CAWI) 69
- computer-assisted personal interviewing (CAPI) 67–8, 222
- computer-assisted telephone interviewing (CATTI) 68, 71–2, 79–81, 261–2, 317, 338
see also telephone interviews
- concept testing 44, 66, 101–2, 105, 109, 111, 159–60, 162–6, 205–11, 403, 416, 505, 519–20
- Conduct Research Ltd 494–5
- conduct of the study, micro research process 121, 126–7
- confidence factors, communications 47
- confidence limits, concepts 535–7
- confidentiality issues 38, 59–60, 237, 253, 256, 258, 323, 325, 326, 327–9, 343–4, 382–3, 432–3, 502–3, 586
- confirmatory bias 165–6
- conjoint analysis 23, 89, 270–1, 277–8, 354, 384–6
see also multivariate analysis
- consciousness
 cognitive science 485–6
 concepts 485–98
- construct validity, concepts 51
- consultation studies, market research contrasts 56–7
- consumer electronics, retailers 204
- consumer insights *see* insights
- consumer relationship analysis 46
- consumer round tables 106–7
- consumer-centred activities, marketing function
 101–11, 153–67, 349–50, 360–2, 369–70
- consumer-packaged goods industry 54–5, 174, 184
- consumer-to-consumer marketing 12
- consumers
see also customers; insights
 beachhead segments 160–7
 brain science technique 76, 159, 389–90, 399, 481–98
 brand attraction maps 177
 creative workshops 105, 108–9
 lead users 153, 159, 162–6
 needs/requirements 5, 63, 102–3, 104–27, 134, 144–5, 151–67, 476–80
 post-modern consumers 465
 radical innovations 149–67
 reality/aspiration gap 138–41
 semiotics 447–67
- consumption/behaviour patterns, cultural issues 77
- content element, website satisfaction 356–8
- content validity, concepts 51
- contextual thinking 27, 31, 475
- continuous briefing 502, 522–3
- continuous data, concepts 526–8
- continuous dialogues, innovations 473–80
- continuous research, concepts 39–40, 43, 44–5, 55–6, 67, 71, 102–27, 175–6, 184, 222–3, 230, 245
- contradictions, semiotics 461–5
- convergence challenges, innovations 470–1
- conversations
 continuous dialogues 473–80
 interviews 21–2, 86
 questionnaires 86
- cookies 234
- core competences 136, 147, 398–9, 471–2
- corporate governance 11, 242

- corporate image 155
 corporate market researchers, micro research process 121–7
 corporate social responsibility 319, 370–1
 corporate strategy
 see also company strategies; mission; vision
 marketing intelligence 8–10
 corporate think 30–1
 correlated percentages, significance tests 538–40
 correlation analysis 23, 89, 329–30, 354, 538–40, 550–69
 see also multivariate analysis
 concepts 89, 329–30, 551–3, 565–9
 scaling effects 553
 correspondence analysis, concepts 178–9, 555–8
 Corruption Perceptions Index (CPI) 248
 costs
 B2B research 259–60, 263–4
 cheaper product formulations 194
 data-collection 41, 44–5, 57, 63, 68–76, 98, 227, 243–5, 246, 260–3
 employee research 322, 326
 neuromarketing 399
 online research 403–4, 415–16, 418
 packaging 191
 pharmaceuticals and healthcare industry 268
 quality considerations 53
 reduction exercises 194
 sampling considerations 81–4
 social research 243–5, 246
 technological developments 399
 Council of American Survey Research Organisations (CASRO) 325, 589
 covariance 565–6
 covert observational research 75
 see also observation...
 CPI (Corruption Perceptions Index) 248
 creative destruction 136
 creative groups with consumers, concepts 105, 108–9
 creative potential, evidence 30–3
 creative thinking, concepts 8, 30–4, 135–8, 375–8, 452–3, 471–80
 creative workshops, concepts 105, 108–9
 credit cards 421, 431
 CRIB economies 96, 142
 see also Brazil; China; India; Russian Federation
 CRISP-DM 429–30
 criterion-related validity, concepts 50–1
 critical success factors, balanced scorecards 10–11
 CRM *see* customer relationship management
 cross-functional teams, organisational structures 164
 cross-tabulation rules 23, 508–9
 Crossley, Archibald 317
 crosstabs 23, 422, 431, 508–9
 CS *see* customer satisfaction
 cultural issues 5, 19, 31, 64, 76–81, 96, 156–7, 258, 291–2, 295, 299–309, 339, 436–45, 447–67, 473–4, 501, 506–7, 512, 571–83
 data-collection techniques 76–81, 96, 156–7, 302–9, 436–45, 506–7, 512
 demographics 295, 571–83
 diverse individuals/societies 299–309, 436–7
 ethnic communities 299–309, 339, 436–7, 575
 Internet 77–81, 96, 303–4
 languages 76–7, 258, 291–2, 305–7, 339, 506–7, 512
 marketing intelligence 5, 19, 31, 64, 76–81, 96, 436–45
 research brief 501, 506–7
 rules/systems 455–6, 465
 semiotics 64, 76, 80, 439, 447–67, 576
 Culture Scan 156–7
 Cuomo, Mario 315
 currency concepts, syndicated research 43, 46, 222–38
 custom data collection *see* ad-hoc research
 customer brief *see* request for proposal
 customer immersion methodologies
 see also ethnography
 concepts 80, 162–6, 435–45
 radical innovations 153–4, 162–6
 types 80
 Customer Need-Business process mapping 374–5
 customer relationship management (CRM)
 concepts 44, 56–7, 66, 289–90, 348–50, 381, 386, 390–1, 431–2
 critique 350, 381, 386, 390–1
 data mining 431
 market research contrasts 56–7
 objectives 349, 390
 opportunities/threats 391
 customer satisfaction 44, 66, 162–3, 319–31, 333–46, 347–63, 387, 432–3
 anchorage and adjustment heuristics 360
 ascendancy 351–2
 brand impact 356–8
 concepts 347–63, 387
 critique 358–62, 387
 deep/surface-satisfaction issues 359–62
 direct/indirect measurement methods 352–5
 European Union 348
 examples 356–8
 expert advice 355
 France 352, 362
 future prospects 360–2
 historical background 347, 349–50
 holistic approaches 354
 indirect measurement methods 352–5
 industry statistics 352
 Intention to Recommend 355–6, 358–9, 387
 Internet 352, 356–8, 360–2, 387
 key concepts 349
 loyalty issues 351–2, 356–8
 market research 347–63
 market research agencies 348–9
 marketing background 349–55
 measurement criteria 352–9
 mystery shopping 333–46
 Net Promoter Score 178, 358–9, 387
 online buzz 362, 387
 performance issues 351–8
 politics 351
 psychology 359–62
 quality of performance scales 355–6
 recent developments 358–62
 relative importance 347–9

600 Index

- customer satisfaction (*Continued*)
 statistics 347–9
 surface satisfaction 359–62
 unsolicited feedback 360–2
 USA 347–9, 351, 361–2
 website-satisfaction example 356–8
- customers
see also attitudes; behaviours; clients
 acquisition costs 350
 balanced scorecards 10–11, 334, 353
 brain science technique 76, 159, 389–90, 399, 481–98
 brand attraction maps 177
 feedback 23–4, 360–2
 integrated customer intelligence 377–8, 433
 lists 383–4
 loyalty 11, 23–4, 43, 45, 136, 142–3, 146–7, 163–4,
 170–3, 176–7, 293, 296–7, 319–31, 349–63, 381,
 437, 516
 needs/requirements 5, 63, 102–3, 104–27, 134,
 144–5, 151–67, 476–80
 people profiles 19–20, 171–6, 181, 505–6
 respondent-protection measures 95–6
 response rates 95–6, 97–8, 227, 230, 257–8, 406–7,
 409–10, 418, 589–91
 retention efforts 350, 432–3
 segmentation 11, 15, 23, 48–9, 66, 160–7, 288, 293,
 411–14, 505, 571–83
 social research 240–1
 sophistication 97–8
 total customer experiences 375
 types 11
- customisation 390–1
 cynic clinics 106–7, 162–3
- Dairylea 185
 Damasio, Antonio 485, 493
 Dark Pupil eye-tracking/scanning techniques 76
 dashboard reporting systems 397
 data entry, concepts 88
 data fusion
 attitudinal profiles 431–2
 concepts 235–6, 431–2, 575
 market research 431–2
 predictions 432
- data management, market observations 116–18
 data matrices 555–8
 data mining 40, 44–5, 49, 65, 156–7, 281, 348, 385–6,
 421–34, 575
 algorithms 422–8
 automated tools 430, 433
 case study 432–3
 characteristics 422
 concepts 421–34
 definition 421–2
 future prospects 433
 historical background 421
 learning 422–8
 market research 431, 432–3
 packaged applications 431
 privacy concerns 432
 processes 428–9
 single algorithm tools 430
 supervised learning algorithms 422–6
 text mining 428, 431
 tool-selection criteria 429–31
 unsupervised learning algorithms 422, 426–8
 uses 421, 431
 workbenches 430–1
- data processing, concepts 88–90
 data protection legislation 57, 98, 237, 253, 256, 258,
 343–4, 382–3, 432, 586
 data reduction/evaluation 23, 121, 126–7
 data rich creative thinking, concepts 8
 data-analysis processes *see* analysis processes
 data-collection 15, 20–1, 29, 37–8, 40–1, 44–5, 46,
 57–8, 59–60, 61–98, 506, 576–7
see also face-to-face interviews; qualitative research;
 quantitative research; telephone interviews;
 web . . .
- Africa 77–9, 228–32
 Asia Pacific 77–8, 79–81, 228–32
 Australia 77–9, 228, 231
 B2C/B2B contrasts 63, 67, 68, 70–1, 79, 97–8,
 251–65, 505, 508
 Central & South America 81
 China 79, 96, 228, 231
 codes of conduct 38–9, 59–60, 95–6, 253, 256, 258,
 325, 343–4, 585–91
 coding processes 61, 85, 87–8, 431
 costs 41, 44–5, 57, 63, 68–76, 98, 227, 243–5, 246,
 260–3
 cultural issues 64, 76–81, 96, 156–7, 302–9, 436–45,
 506–7, 512
 data entry 88
 data processing 88–90
 desk research (secondary methods) 40, 59–60, 64–5,
 105–6, 147, 251
 ethics and standards 236, 399, 439–40, 586–91
 ethnography 439–43
 European Union 80, 228–32
 future prospects 96–8, 237–8, 576–7, 590
 instrument designs 84–7
 international research 76–81, 571–83
 ISO 20252 92–5, 588
 Japan 77–9, 228, 231
 methods 15, 20–1, 29, 37–8, 40–1, 46, 57–8, 59–60,
 61, 62–98, 105–11, 159, 162–6, 183–9, 222–3,
 303–4, 314–15, 322–9, 381–400, 506
 observation techniques 20–1, 40–1, 57–8, 62, 74–6,
 125–7, 144–5, 153–5, 162–6, 183–4, 227–30, 281,
 334–46, 393–4, 435–45, 576, 590
 practicalities 84–90
 primary methods 64, 65–7, 251, 571
 questionnaire designs 84–7, 125–7, 292, 322–3,
 324–5, 331, 360–1, 503–4, 508–9, 516–17,
 520
 response rates 95–6, 97–8, 227, 230, 257–8, 327–9,
 406–7, 409–10, 418, 589–90
 robustness needs 61–2, 374
 role 61–98
 secondary methods 17, 23, 29, 40, 44–5, 49, 57,
 63–5, 251, 281, 571
 techniques 15, 20–1, 29, 37–8, 40–1, 46, 57–8,
 59–60, 61, 62–98, 105–11, 159, 183–4, 222–3,
 227–30, 303–4, 314–15, 322–9, 506
 USA 81, 229, 232

- data-stretching creative considerations, market research 30–3
- databases
 - concepts 40, 44–5, 49, 65, 156–7, 176–7, 202–3, 281, 348, 376–7, 383–4, 390, 394, 575
 - customer lists 383–4
- decision advisers/facilitators, market research 25, 32, 46, 57–8, 368–79
- decision fright, concepts 126
- decision trees, data mining 423–4, 426, 429–30
- decision-making
 - acceptable genres of research 31–2
 - accountability 11, 33–4, 588–91
 - B2B research 254–5
 - balance-sheet of pros and cons 32
 - cognition concepts 482
 - concepts 3–36, 37–60, 61, 102–3, 122–7, 254–5, 368–79, 482, 485–6
 - corporate think 30–1
 - creative thinking 8, 30–4, 135–8, 375–8, 452–3, 471–80
 - data-stretching creative considerations 30–3
 - de-personalising ideas 30–1
 - emotions 32, 280, 485–8
 - flaws 32
 - heuristics 359–60, 485–7
 - ideal evidence-based decision-making 25, 28, 369–70, 375
 - intelligence sets 378
 - management intuition 25–6, 30–1, 35, 135–8, 153–5, 164
 - market research 3–36, 37–60, 102–3, 122–7, 254–5, 368–79
 - marketing intelligence 3–36, 102–3, 122–7, 254–5, 368–79
 - micro research process 121–7
 - non-profit-making organisations 5
 - objectivity needs 27–34, 52–3, 103
 - psychology 32, 483
 - questions' checklist 26–33, 52–3
 - rational decisions 25–6, 32–3, 460–1, 482–98
 - responsibilities 32–3, 100–4, 294, 367–79
 - scenario planning 30–1, 47
 - testing to destruction 27, 30
 - transparency 11, 33–5
 - unconscious 485–7, 496–7
 - visualisation exercises 30–1
- decoding, semiotics 448–65
- definition of the research questions, micro research process 121–4
- degrees of innovation, success factors 200–2
- deliverables section
 - research proposal 517, 520
 - RFP 507–9, 513
- delivery systems, marketing intelligence 367, 376–8
- Deloitte 369
- Delphi Method 153, 162–3
- demographics 87, 132, 145–6, 154–5, 181, 220–38, 246–8, 264–5, 283–97, 299–309, 325, 561, 571–83
 - concepts 220–38, 246, 283–4, 325, 571–83
 - critique 235–6, 577
 - media research 220–38
 - recent developments 573
 - social research 246–8
 - stakeholders 572–3
 - youth research 283–4
- Denmark 54, 189, 195, 228, 231, 248
- Dennet, Daniel 486, 493
- dependence techniques, multivariate analysis 88–90, 551, 561–9
- depth interviews *see* in-depth . . .
- Descartes 490
- descriptions of the world, marketing intelligence 7, 17
- desk research
 - see also* secondary data-collection methods
 - concepts 40, 59–60, 64–5, 105–6, 147
- Deszca, G. 153
- development aspects, marketing function 101–2
- Dewey, Thomas 317
- diary-based projects 66, 79, 80, 96, 105–7, 162–6, 185, 230, 232, 435–6, 442
- Dichter, Ernest 41, 450
- differentiation, emotional benefits 41–2
- diffusion models, radical innovations 153, 158–9, 162–6
- digital cameras 199
- dilemmas, insights 144–5
- dilution dangers, brand equity 195–6
- direct selling 57, 59–60, 273–4, 384, 390–1, 586
- direction of evidence, concepts 24, 373–5
- disabled persons, mystery shoppers 339
- discount policies 10
- discourse phenomenon, semiotics 458–9, 465
- discrete choice analysis 89, 385–6
- discrete data, concepts 526–8
- Disney 195
- disruptive innovations 134, 150–67
 - see also* innovations
- distilling stage, consumer insights process model 105–6, 107–8
- distribution channels 9–10, 117, 146–7, 155, 172–3, 200, 203–4, 212–15
 - business plans 9–10
 - radical innovations 155
 - strategy selections 200, 203–4
 - weaknesses 172–4
- diverse individuals/societies
 - see also* ethnic communities
 - concepts 299–309, 436–7
 - critique 302–9
 - definitions 299–300
 - future prospects 308
 - historical background 299–300
 - international comparisons 299–301
 - issues 301–7
 - languages 305–7, 339
 - qualitative research 302–9
 - quantitative research 302–9
 - questions 301–7
 - religious issues 300–9
 - sampling considerations 304–5
 - sensitive issues 302–3
 - stakeholders 300
 - statistics 299–300
 - tensions 300
- divestments 131
- division of roles, market research 120–1

602 Index

- DLPFC (dorsolateral prefrontal cortex) 489
 Do not Call/Do not Spam registers 97
 doctors 260
 DOD 238
 dominant codes, semiotics 459–60, 465
 dorsolateral prefrontal cortex (DLPFC) 489
 dot.com boom 402–3
 double opt-ins 408–9
 Dove 109–11, 195
 Dow Jones Sustainability Index 370
 driver analysis 179
 Du Plessis, Erik 493–4
 Durkheim, Emile 239
 DVDs 143, 199, 204, 213, 339, 393, 395–6
 dynamic data, concepts 42–3, 71–2, 102

 e-commerce 48–9, 155
 see also Internet
 E-Tabs 397
 e-tailing 155
 early adopters, youth research 293
 early followers, success factors 200–2, 204
 Earth Summit 1992 242
 eB2B research 262
 see also business to business
 eBay 12
 econometric modelling, pricing 192
 economics 38, 59–60, 192, 241–2, 578–83
 education systems
 demographics 574–5, 578–83
 social research 241–2
 EEG (electroencephalography) 483, 489, 490–1
 EFAMRO (European Federation of Associations of Marketing Research Organisations) 588
 Egypt 79, 81
 elderly healthcare market 145–6
 elections, opinion polls 311–17, 403–4, 587–8
 electroencephalography (EEG) 483, 489, 490–1
 electronic measurement, media research 222, 230–8
 electronic point of sale (EPOS) 34, 43, 71
 electronic wake
 see also technological developments
 concepts 381–3, 385–6, 393
 opportunities 381, 383, 385–6
 threats 382–3
 electronics industry, statistics 54–5
 emails 57, 66, 70, 325–6, 383–4, 390–1, 396–8, 405–6
 see also Internet
 concepts 70, 325–6, 383–390–1, 396–8, 405–6
 critique 70, 383–4, 390–1, 396–8
 spam 57, 70, 97
 emergent codes, semiotics 459–60, 465
 emerging countries 293, 392
 see also individual countries
 emotional brand response 488–92
 emotional intelligence 26
 emotional language, semiotics 460–1
 emotions 20, 22, 26, 32, 41–2, 144, 172–3, 280, 481–98
 attitudes 20, 32
 brain science technique 481–98
 brand responses 488–98
 cognition contrasts 482, 485–7
 concepts 26, 482–9, 497
 decision-making 32, 279, 485–8
 definition 482, 484, 485
 feelings 482–8, 497
 product differences 41–2, 279
 rationality 482–5
 surveys 22, 32
 empathic designs, radical innovations 153, 162–6
 empathy 21, 153, 162–6, 180
 employee research
 see also human resources
 action plans 330–1
 analysis techniques 329–30
 benchmarking 329–30
 ‘Best Companies’ competitions 320
 census data 324
 communication of results 330–1
 completion methods 325–7
 concepts 319–31, 347–8
 confidentiality issues 323, 325, 326, 327–9, 343–4
 costs 322, 326
 critique 323, 325, 326, 327–9, 330–1
 dysfunctional behaviour 329–30
 employee engagement 320–1
 execution processes 322–30
 focus groups 322–3
 forums 322, 323
 historical background 319–20
 in-house/external surveys 322, 323, 329–30
 incentives 328–9
 online surveys 325–7
 politics 322, 327–8
 pre-survey planning 322–3, 327
 qualitative research 322–3
 quantitative research 324–9
 questionnaire design 322–3, 324–5, 331
 reporting requirements 330–1
 research methods 322–30
 response rates 327–9
 results 330–1
 sampling considerations 324
 scope 319–20
 segmentation techniques 329–30
 senior management commitment 322
 survey champions 322–3, 328
 surveys 322–31
 tactical approaches 319–20
 ‘temperature checks’ 331
 time factors 331
 tracking benefits 331
 ways of working 322–30
 workshops 322–3, 330–1, 341–2
 employment demographics 264–5, 574–5, 578–83
 encoding, semiotics 448–65
 encounters, multiple-encounters innovation approach 475–80
 engagement, people 320–1, 472–80
 enriching stage, consumer insights process model 106, 108

- entrepreneurial risks, research plans (programmes)
118–20
- entrepreneurs, landscaping new markets
135–8
- EPOS (electronic point of sale) 34, 43, 71
- equivalency reliability, concepts 50
- Ereaut, Gill 458
- ERIM 208
- ERPs (Event-Related Potentials) 483
- ESOMAR 15, 35, 38–9, 53, 57, 59–60, 62–3, 91, 95–6,
219, 227, 285, 287, 289, 333, 343–6, 461, 501,
573–5, 578–83, 585–91
- background 95–6, 227, 285, 573–5, 585–91
- ethics and standards 585–91
- Guide to Opinion Polls 314, 317, 587–8
- 'How to Commission Research' 501
- ICC/ESOMAR International Code on Market and
Social Research Practice 38–9, 59–60, 95–6, 253,
256, 258, 325, 585–91
- Industry Report (2005) 222, 268, 287
- Internet research 227, 589–90
- Mystery Shopping Guidelines 333, 343–6
- panels 407, 416
- roles 591
- Social Grade 575, 578–83
- Social Scale (ESS) 575, 578–83
- 'Standard Demographic Classification' 573
- youth research 285, 289, 295–6
- ESS (ESOMAR Social Scale) 575, 578–83
- Estonia, industry statistics 54
- ethics 38–9, 57, 59–60, 90–6, 236, 294, 296, 439–40,
508–9, 585–91
- concepts 289–90, 294, 296, 439–40, 585–91
- definition 585
- ICC/ESOMAR International Code on Market and
Social Research Practice 38–9, 59–60, 95–6, 253,
256, 258, 325, 585–91
- latest challenges 589–90
- youth research 289–90, 294, 296
- ethnic communities 299–309, 339, 436–7,
575
- see also* diverse individuals/societies
- critique 302–9
- France 300, 305–6
- future prospects 308
- historical background 299–300
- international comparisons 299–301
- issues 301–7
- languages 305–7, 339
- market research 300–9
- market research agencies 307–8
- qualitative research 302–9
- quantitative research 302–9
- questions 301–7
- religious issues 300–9
- sampling considerations 304–5
- sensitive issues 302–7
- stakeholders 300
- statistics 299–300
- tensions 300
- UK 299–301, 308, 437
- USA 299–301, 308, 437
- ethnicity 299–300, 575
- ethnocentrism dangers 440
- ethnography
- see also* customer immersion methodologies;
- qualitative research
- access procedures 440
- analysis processes 439–43, 474–5, 476–80, 496–7
- ascendancy 435–6
- auto-ethnography 444
- biases 442
- budgets 443
- collaborations 437, 440–1, 474–5, 476–80
- collection procedures 439–43
- commercial/corporate culture 439
- communications 438–9, 440–1, 474–5, 476–80
- concepts 64, 76, 79, 80–1, 106–7, 153–5, 157, 183–6,
206–11, 227–30, 393–4, 399, 435–45, 474–5,
476–80, 496–7, 576–7
- critique 435, 439–45, 474–5, 476–80, 496–7
- definition 435–6
- future prospects 444
- historical background 435–6
- insights 443, 474–5, 476–80
- internal/external execution 441
- Microsoft 439
- netnography 444
- new products 437–8, 474–5, 476–80
- other research tools 439
- principal applications 435–9
- quality considerations 442–3
- rapport 440–1
- recorded observations 442–3
- reliability 442–3
- retail navigation 438
- triangulation approaches 44
- usability principles 438
- uses 435–9, 443, 474–5, 476–80, 496–7
- validity 442–3
- video 435–6, 442
- Eureka moments 8
- Eurisko 237
- Eurobarometer Surveys 573
- European Community Innovation Survey 150
- European Federation of Associations of Marketing
Research Organisations (EFAMRO) 588
- European Union 43, 53–6, 63, 80, 150, 228–32, 240–1,
245, 248, 273, 296, 299–300, 335–6, 337, 344,
573, 590
- see also* individual countries
- cultural issues 80, 156–7
- customer satisfaction 348
- data-collection 80, 228–32
- direct selling 273
- ethnic communities 299–300
- industry statistics 53–6, 228–32
- media research 228–32
- mystery shoppers 335–6, 337, 344
- online research 401–3
- social research 245
- Eurostat 245, 573–4
- see also* NUTS classification
- Event-Related Potentials (ERPs) 483

604 Index

- evidence 16, 23–33, 368–70, 373–5
see also market research; surveys
 acceptable genres of research 31–2
 creative potential 30–3
 data-stretching creative considerations 30–3
 hard/soft evidence 23–6, 31, 35
 objectivity needs 27–34, 52–3, 103
 questions' checklist 26–33, 52–3
 reliability concepts 16, 28–9, 50–3, 294–5, 374, 442–3, 588–91
 scientific approaches 16, 35, 42
 sensitivity factors 29, 50–3
 testing to destruction 27, 30
 weight/power/direction of the evidence 24, 373–5
- evolutionary psychology 481
- EXCEL 550
- exit interviews, human resources 319–20
- exit polls 314–15
- experiences
 brand experience 178
 prototypes 472–3, 477–80
- experiments
 design concepts 38, 42, 125–7
see-act-launch innovation phases 160–7
- experts
 customer satisfaction 355
 tacit knowledge 108, 147, 371
- explicit knowledge
see also knowledge
 concepts 108
- explicit mind, cognitive science 485–6
- exploration research objective, *see-act-launch*
 innovation phases 149–67
- exploratory research, concepts 16–18, 38, 41–2, 71
- extensions, brands 194–5, 200, 202, 276–9
- external briefings, micro research process 121, 125–7
- external information sources, market research 23–4
- eye-tracking/scanning techniques
see also observation . . .
 concepts 75–6, 174–5
- face validity, concepts 50–1
- face-to-face interviews 20, 40–1, 49, 55–6, 62, 63, 66–8, 77–81, 88, 94, 175–6, 227–30, 257–62, 303–4, 322–3, 325–6, 475–6, 505–6, 512, 571
see also interviews
 concepts 66–8, 77–81, 94, 175–6, 227–30, 257–62, 303–4, 322–3, 325–6, 475–6, 571
 critique 67–8
 cultural issues 77–9, 303–4
- factor and principal component analysis, concepts 89, 329–30, 553–5, 568–9
- fairy tales, semiotics 462
- faiths, cultural issues 76–7
- families, demographic definitions 574–5
- fast-moving consumer goods (FMCG) 12, 99–127, 199–211, 243, 281, 359
 classic marketing approaches 12
 market research process 99–127
- FDA (Federal Drug Administration) 274–5
- feature value, automotive industry 276–9
- Federal Drug Administration (FDA) 274–5
- Federal Trade Commission 220
- feedback 23–4, 40, 166, 319–31, 360–2
 customers 23–4, 360–2
 employee research 319–31
 loops 40, 166
 unsolicited feedback 360–2
- feel–do–think cognitive model, concepts 485
- feelings
 brain science technique 482–98
 concepts 482–8, 497
 definition 484, 485
 emotions 482–8, 497
 rationality 483–5
- Felix 191
- Ferraro, Geraldine 315
- fieldwork management, standards 94–5, 508–9
- final reports, definition 509
- financial implications, intelligence sets 372–3
- financial markets, radical innovations 155–6
- financial perspectives, balanced scorecards 10–11
- Financial Services Authority (FSA) 336
- financial services sector, statistics 55
- financial strategies 131–48
- financial world 3, 55, 336
- Finland 54, 195, 228, 231, 248
- fit-for-purpose considerations, research design 15, 23, 28–9, 52–3, 58, 91–2, 113
- flashes, success classifications 212–13
- flatter structures 12
- flexibility benefits, market research 62, 166, 504–5
- Flickr 388
- Floch, Jean Marie 448
- Florès, Laurent 347–63
- flow, insights 163–4
- FMCG *see* fast-moving consumer goods
- fMRI tools 389–90, 483–91
see also neuromarketing
- focus, company strategies 135–8, 373–5
- focus groups 17–18, 34, 41, 55–6, 60, 63–4, 66–7, 72–3, 78–81, 159–60, 162–6, 185–6, 195, 227–30, 257–62, 296–7, 322–3, 348, 394, 403–4, 474, 496–7, 506–7, 516
see also group discussions; qualitative research
 brain science technique 496–7
 concepts 72–3, 78–81, 159–60, 162–3, 185–6, 195, 227–30, 257–8, 296–7, 322–3, 348, 394, 403–4, 474, 496–7, 506–7, 516
 critique 73, 257–8, 394, 403–4, 474, 496
 cultural issues 78–81, 507
 employee research 322–3
 historical background 72
 statistics 348
 unconscious 496–7
- focus/alignment needs, human resources 196
- FocusVision 394
- folk tales, semiotics 464
- Ford Motor company 9, 26
- foresights *see* predictions
- FORIS data bank 245
- formal customer evidence 23–4, 32
- Fornell, Claes 351
- forums, employee research 322, 323

- Foster, R. 136
 Four Principles of Engagement 472–4, 475–80
 fox hunting 20, 312
 fragmented market places 33–4
 France 54, 56, 91, 208, 219–20, 221, 224, 229, 231, 300, 305–6, 325, 335, 352, 362, 413, 519
 customer satisfaction 352, 362
 ethnic communities 300, 305–6
 industry statistics 54, 229, 231, 413
 media research 219, 221, 224, 229, 231
 micro test markets 208
 world top 10 (2005) 56
 youth research 284
 Frankovic, Kathleen A. 311
 frequency counts, concepts 525–6
 frequency distributions, concepts 527–31
 Friedman, T.L. 398
 Frito-Lay 170–1
 FSA (Financial Services Authority) 336
 FTP 396
 FTSE4Good Index 370
 full service agencies 14–15
 see also market research agencies
 fun polls, online research 405
 fused surveys, combination concepts 45–6
 future developments
 see also technological ...
 imaginings 471–2
 marketing intelligence 33–5, 57–8, 63–4, 80, 93–4, 96–8, 147–8, 164–5, 237–8, 295–7, 367–79, 417–18, 433, 573, 576–7
 futurology, semiotics 449–50
 fuzzy front end, innovations 473–80
 fuzzy logic, concepts 24, 89–90, 106
- Gallup, George, Jr 317
 Gallup Poll 187, 312, 314, 317
 gambling 144, 155
 game theory 30–1
 games 144
 gatekeepers
 B2B 253–4
 youth research 286–7, 290–1
 General Electric 349
 General Mills 415
 generalisability concepts 16, 31, 374
 geodemographic classifications 223, 561
 geographic expansion, market-sizing considerations 142–3
 Germany 54, 56, 91, 114–15, 199, 208–9, 221, 229, 231, 238, 242, 244, 245, 268, 312, 335, 414, 519–22, 588
 health care 268
 industry statistics 54, 56, 199, 229, 231
 media research 219, 221, 229, 231, 238
 micro test markets 208–9
 social research 242, 244, 245, 246–7
 standards 91, 588
 world top 10 (2005) 56
 Gerstner, Lou 9
 GfK 56, 199–200, 208–10
 Gibson guitars 437
- Gillette 141
 Gladwell, Malcolm 159
 GlaxoSmithKline 195
 global market research operations 49–50, 64
 globalisation 48–9, 64, 246, 283, 288–9, 293, 295–6, 346
 GMTV 415
 Goleman, D. 26
 Google 12, 28, 64, 156, 234, 280, 382, 388, 392
 Goosey, Richard 319–31
 Gore, Al 313
 governmental research
 see also social research
 concepts 239–49, 300–9, 311–17, 336
 mystery shoppers 336
 opinion polls 311–17, 403–4, 587–8
 policy process 240
 graphical user interfaces (GUIs) 166
 Grayson, Kent 464–5
 Greece 229, 231, 587
 Green, Andrew 219–38
 Greimas, A.J. 463–4
 Grévin & Cie 297
 gross rating points (GRPs) 113, 224–5
 grounded theory, qualitative research 17–18
 group discussions 17–18, 34, 41, 55–6, 60, 63–4, 66–7, 72–3, 78–81, 105, 108–9, 159–60, 185–6, 257–62, 322–3, 394, 506–7
 see also focus groups; qualitative research
 concepts 72–3, 78–81, 105, 108–9, 159–60, 185–6, 257–62, 322–3, 506–7
 critique 73, 257–8
 cultural issues 78–81, 506–7
 historical background 71
 groups, ethnography 439
 GRPs (gross rating points) 113, 224–5
 GTE 196
 the Guardian 191
 GUIs (graphical user interfaces) 166
- Hamel, G. 136
 hard evidence 23–6, 31, 35
 see also quantitative research
 Harley Davidson 375, 437
 harmonisation, classifications 571–72
 Harris, Paul 525–68
 Hassloch, Germany 208–9
 HB (Hierarchical Bayes) 384–5
 HD-TVs 143
 health care 54–5, 145–6, 157–8, 192–3, 195, 241–2, 267–75
 see also pharmaceuticals ...
 clinical trials 269–70, 271–2, 274–5
 complexity issues 271–5
 concepts 241–2, 267–75
 consumer-focused dimension 274–5
 decision-making players 274–5
 illness-wellness/acute-chronic dimensions 272–5
 market research 241–2, 268–75
 pre-launch phases 269–71
 products 269–75
 repeat prescriptions 273–4

606 Index

- health care (*Continued*)
 risky returns 268–9
 social research 241–2
 stakeholders 274–5
 statistics 54–5, 267–8
 technological developments 267–75
 treatment choices 271–4
 UK 268
 USA 145–6, 267–75
- healthy brands 169–97
see also brands
 determinants 177–81
- Heath, Robert 493
- helplines, mystery shoppers 333, 336
- Hennessy 458
- herd instincts 179
- hero products 139
- heuristics 359–60, 485–7
- Hierarchical Bayes (HB) 384–5
- hierarchical cluster analysis techniques, concepts 558–9
- Highland Spring 457
- ‘hip’ problems, youth research 295
- hippocampus 489
- histograms, concepts 527–31
- holistic approaches 23–4, 57–8, 112, 173–4, 354, 370–5, 436
- Hollis, Nigel 169–97
- home visits 80, 105–7, 110–11
- Honda 191
- Hong Kong 54, 79, 228, 231
- households, demographic definitions 574–6
- Hovis 191
- Huisman, Dirk 267–81
- human resources 10–11, 55–6, 183–4, 196, 264–5, 319–31
see also employee research
 balanced scorecards 10–11, 319, 329–31, 334
 ‘Best Companies’ competitions 320
 brainstorming sessions 63–4, 183–4, 443
 brands 173, 183–5, 196
 employee engagement 320–1
 employment trends 264–5
 exit interviews 319–20
 focus/alignment needs 196
 mutuality considerations 321
 mystery shoppers 333–46
 performance issues 10–11, 319–31
 psychological contracts 320–1
 reciprocity considerations 321
 reflective practices 341–2
 retention efforts 319–20, 329
 service profit chain 319–20
 strategies 131–48
- human rights 242
- hunting-and-gathering stage, consumer insights process model 105–7
- hypothalamus 484, 493
- IBM 9, 369
- ICC/ESOMAR International Code on Market and Social Research Practice 38–9, 59–60, 95–6, 253, 256, 258, 325, 585–91
- iconic signs, concepts 464
- ICT *see* information and communication technology
- ideal evidence-based decision-making 25, 28, 369–70, 375
- ideas 4–6, 7–8, 30–1, 104–11, 149–67, 183–6, 193–4, 437, 469–80
see also innovations
 concepts 7–8, 104–11, 149–51, 183–6, 193–4, 469–80
 marketing intelligence 7–8, 183–6, 437
- ideation concepts 152–3, 183–6
- identity theft 57
- illness-wellness/acute-chronic dimensions, health care 272–5
- ILO (International Labour Organisation) 574–5
- image
 brand image 138–41, 172–3, 180–1, 214–15, 488–91, 558
 market researchers 95–6, 585–91
- immigration issues 246, 299–309
- implicit knowledge *see* tacit knowledge
- implicit learning 489, 491–2, 495–7
- implicit mind, cognitive science 485–6
- IMS Health 56, 268, 281
- in-depth interviews 67, 72–3, 78–81, 162–6, 185, 257–62, 322–3, 435–6, 439, 474, 505
see also qualitative research
 concepts 72–3, 78–81, 162–3, 185, 257–62, 322–3, 435–6, 439, 474, 505
 critique 73, 257–8, 474
 cultural issues 78–81, 302–9
 time factors 257, 260–2
- in-depth motivations, marketing intelligence 6–7, 72–3, 78–81, 162–6, 185, 257–62, 322–3, 435–6, 439, 505
- in-home observations 80, 162–3, 435–45
see also ethnography
- in-market performance, launch/monitoring practices 199–215
- incentives
 employee research 328–9
 online research 413–14
- incremental innovations
see also innovations
 radical innovations 163
- Incubation/Take-off/Mass-Market context 151
- independent consultancies 14
see also market research agencies
- independent percentages, significance tests 537–8, 541–4
- independent variables, concepts 88–90, 551, 561–9
- indexical signs, concepts 464
- indexing systems, previous reports 45
- India 91, 96–7, 228, 231, 283, 293, 295–6, 299–300, 304–5, 398
- indirect questions, concepts 492, 495–7
- industry organisations
see also ESOMAR
 demographic stakeholders 573
- inferential techniques, concepts 491, 492, 495–7
- informal customer evidence 23–4

- information 15, 16–17, 20–1, 23–4, 28–9, 37–8, 40–1, 44–5, 46, 49–53, 57–8, 59–60, 61–98, 153, 156–7, 326, 370–5
see also data . . . ; knowledge
 analysis processes 23–4, 59–60, 88–90, 370–5
 asymmetries 166
 combination concepts 45–6
 marketing intelligence 3–36
 quality considerations 16–17, 28–9, 49–53, 57–8, 326
 sources 23–4, 153–8, 183–4, 361–2, 368–75
 synthesis concepts 45–6
 information acceleration, radical innovations 153, 162–3
 information and communication technology (ICT) 48–9, 134
see also technological developments
 Information Resources Inc. 56
 infrastructural issues, social research 241–2
 ‘innovate or die’ battle cry 149
 innovations
see also ideas
 B2B research 255
 beachhead segments 160–7
 behavioural barriers 165–6
 brain studies 159
 case studies 156–8, 477–80
 commoditisation challenges 470–1
 communications 150, 159–60, 164
 complexity issues 470
 concepts 7–8, 62, 101–2, 104–13, 137–8, 149–67, 183–6, 193–4, 199–215, 255, 276–9, 437–8, 451–2, 469–80
 continuous dialogues 473–80
 convergence challenges 470–1
 critique 150–67, 469–80
 definitions 149–51
 degrees of innovation 200–2
 ethnography 437–8
 experience prototypes 472–3, 477–80
 Four Principles of Engagement 472–4, 475–80
 future imaginings 471–2
 fuzzy front end 473–80
 language issues 159–60, 163–4
 launch-monitor concepts 149–52, 160–7, 199–215, 269–75
 make-and-sell types 104–5, 193–4
 market propositions 149–67
 market research 153–4, 159, 162–6, 183–6, 193–4, 205–15, 255, 276–9, 469–80
 marketing function 101–2, 160–7
 multiple-encounters approach 475–80
 network of options 471–2
 new ways 471–4
 obstacles 165–6
 opportunities 149–56, 183–6, 271–2, 469–80
 organisational structures 164, 166
 people 471–80
 price-performance ratios 204–5, 212
 process issues 166, 469–80
 psychology 159, 165–6
 radical innovations 134, 149–67
 refined market propositions 183–6
 see-act-launch innovation phases 149–67
 sense-and-respond types 104–11, 193–4
 strategy selections 200–5
 success factors 199–215
 success statistics 199–205
 time factors 200–2, 471–2
 time horizons 471–2
 translation model 476–7
 triggers 149–50
 tunnel concepts 470–1
 types 104–5
 insights
 benefit statements 144–5
 communications 164, 474–80
 competitors 155
 concepts 7–8, 33–5, 38–9, 57–8, 66, 102–3, 104–11, 116–17, 127, 144–5, 149–67, 193–4, 267–81, 361–2, 368–79, 443, 474–80
 definition 144
 dilemmas 144–5
 ethnography 443, 474–5, 476–80
 Eureka moments 8
 exploratory research 17
 flow 163–4
 illustrative business cases 109–11
 integration benefits 164
 market research process 102–3, 104–11, 127, 474–80
 marketing intelligence 3–36, 38–9, 57–8, 66, 102–3, 104–11, 267–81, 368–79, 474–80
 multi-disciplinary research techniques 474–80
 organisational silos 164
 patterns 116–17
 personas 476–80
 radical innovations 149–67
 see-act-launch innovation phases 149–67
 sources 153–8, 183–4, 361–2, 368–9, 376
 success factors 163–4
 Institute of Practitioners in Advertising 238
 institutional research
see also social research
 concepts 239–49, 285–6
 policy process 240
 intangible research outcomes, translation model 476–7
 integrated customer intelligence, concepts 377–8, 433
 integrated marketing 48–9, 377–8
 integration benefits, insights 164
 Intel 441
 intellectual property (IP) 147
 intellectually-derived assessments, attitudes 20
 intelligence sets
 concepts 368–9, 370–8
 financial implications 372–3
 integrated customer intelligence 377–8
 portfolio management 376–7
 quality considerations 374
 strategies 374–5
 valuations 374–8
 virtuous circles 378
 intelligent tables 397
 Intention to Recommend, customer satisfaction 355–6, 358–9, 387
 inter-coder reliability, concepts 50

608 Index

- interactive interviews 34
see also web . . .
- interactive telling machines (ITMs) 345
- interactive voice recognition (IVR) 317, 334, 337, 341
- Interbrand 370
- interdependence techniques, multivariate analysis
 88–90, 551–61
- internal briefings, micro research process 121, 124–7
- internal consistency, reliability concepts 50
- internal information sources, market research 23–4
- internal knowledge 11
see also knowledge . . .
- internal marketing intelligence function 12–14
- International Chamber of Commerce (ICC),
 ICC/ESOMAR International Code on Market and
 Social Research Practice 95–6, 253, 256, 258, 325,
 585–91
- International Labour Organisation (ILO) 574–5
- international research
 data-collection 76–81, 571–83
 demographic classifications 571–83
- International Standards Organisation (ISO)
see also standards
 ISO 9001 91, 92
 ISO 20252 53, 91–5, 588
- Internet 17, 23–4, 41, 48–51, 55–6, 62–7, 70–1, 77–81,
 96–8, 132–3, 137, 181, 191, 226–30, 234, 246,
 257–62, 273–4, 291, 333, 346, 350–8, 360–2,
 381–2, 383–4, 394–400, 401–19, 573–5, 589–90
see also online . . . ; web . . .
- access panels 71–2, 79, 234, 334, 383–4, 398, 402–3,
 405–18, 573
- China 96
- ‘click-thrus’ 226
- concepts 70–1, 77–81, 96–8, 132–3, 137, 181, 191,
 226–30, 234, 246, 273, 291, 333, 346, 350, 352,
 356–8, 360–2, 381–2, 383–4, 394–400, 401–19,
 573–5, 589–90
- cookies 234
- critique 50–1, 55–6, 63, 64–5, 70–1, 96–7, 181, 234,
 246, 273, 346, 350, 360–2, 381–2, 383–4, 394–6,
 401–19, 589–90
- cultural issues 77–81, 96, 303–4
- customer lists 383–4
- customer satisfaction 352, 356–8, 360–2, 387
- ethnography 444
- future prospects 96–8, 346, 383–4, 387–9,
 417–18
- media research 234
- mystery shoppers 333
- opportunities/threats 384
- outsourcing 398–9
- presentations 394–6
- pricing comparisons 191–2
- search engines 12, 28, 64–5
- semantic web 397–8
- semiotics 460
- site ROI 356–8
- VoIP (Voice-over-IP) 132–3, 280
- WOM 181
- interpretation processes, market research 22–3
- interval scales, measured data 526–7, 545–8
- Interviewer Quality Control Scheme (IQCS) 94
- interviews 15, 17–18, 20–1, 34–5, 40–1, 49, 52–3, 55–6,
 62–4, 78–81, 92–5, 255–65, 302–9, 322–3, 325–6,
 505–6, 512
see also data-collection; questions; surveys
- B2B research 253, 254, 255–65
- central location interviewing 79–80, 210–11, 506,
 519–20
- concepts 15, 17–18, 20–1, 34–5, 40–1, 49, 52–3,
 55–6, 62–4, 78–81, 92–5, 210–11, 255–6, 302–9,
 322–3, 505–6, 512
- conversations 21–2, 86
- cultural issues 78–81, 302–9
- ethnic communities 302–9
- face-to-face interviews 20, 40–1, 49, 55–6, 62, 63,
 66–8, 77–9, 88, 94, 175–6, 227–30, 303–4, 325–6,
 475–6, 505–6, 512, 571
- ISO 20252 92–5, 588
- meaning 22
- standards 92–5
- statistics 55–6, 77–8, 227
- telephone interviews 15, 20–1, 49, 55–6, 62–3, 66–7,
 68, 71, 78–81, 85–6, 94, 175–6, 227–30, 257–62,
 317, 322–3, 325–6, 338, 506
- time factors 257–8, 260–2
- web surveys 15, 20, 23–4, 34, 41, 50–1, 55–6, 62, 63,
 66–7, 70–1, 77–81, 96–8, 227–30, 257–62, 317,
 326–7, 383–4, 401–19
- intranets 46–7, 70, 325–6, 330
see also Internet
- introduction and overview section, research proposal
 514–16, 518–19
- intuition, decision-making 25–6, 30–1, 35, 135–8,
 153–5, 164, 491–2, 497
- inventions, see-act-launch innovation phases 151–2,
 158–67
- investigative journalism, mystery shoppers 344–5
- investment banks 155
- investments, research plans (programmes) 118–20
- invisible processing, future prospects 57–8
- IPA 46, 185, 191, 452
- iPod 12, 153, 155, 204, 391, 395, 462
- IPSOS 56, 143, 222, 237
- IQCS (Interviewer Quality Control Scheme) 94
- Iraq 228, 248, 315
- Ireland 229, 231
- IRI 208
- ISCO classification 574–5
- ISO 9001 91, 92
- ISO 20252 53, 91–5, 588
- ISO *see* International Standards Organisation
- Israel 228, 231
- Italy 221, 229, 231, 305
- item response theory 386
- iterative cluster analysis techniques, concepts 430,
 559–61
- ITMs (interactive telling machines) 345
- IVR (interactive voice recognition) 317, 334, 337, 341
- Jakobson, Roman 460
- Japan 54, 77–9, 91, 228, 231, 312, 392, 589
- data-collection 77–9, 228, 231
- industry statistics 54, 228, 231
- mobile phones 392

- Jeannin, Véronique 585–91
 ‘Jenny’ persona 140
 JIC (Joint Industry Committee) 221–2
 Johannesburg Summit 2002 242
 John, C. Frederic 501–23
 Joint Industry Committee (JIC) 221–2
 junior marketing 285–6
 see also youth research
 Junium France 297
- k-means *see* iterative cluster analysis techniques
 Kahneman, D. 359–60
 Kandoo Baby Wipes 159–60, 296–7
 Kantar (RI, Millward Brown) 56
 Kaplan, R.S. 10
 Kaplan, S. 136
 Katz, Larry 359–60
 KDD (Knowledge Discovery in Databases) 421
 Kellogg’s Business School 349–50
 Kelly, John 61–98
 Kennedy, John F. 9
 Kenya 79
 Kerry, John 313
 key performance indicators (KPIs) 226–7, 329, 337, 343, 353
 ‘kick of a game’ 144–5
 Kilts, Clint 490
 knowledge 4, 22–3, 29, 47, 48–9, 102–3, 108, 144–5, 156–7, 159, 166, 285–6, 368–79
 see also information
 filters 22–3, 29, 102–3, 368–9, 374, 375
 obsolescence 285–6
 sets 370–5
 sources 23–4, 153–8, 183–4, 361–2, 368–75
 tacit knowledge 47, 108
 types 47, 108
 Knowledge Discovery in Databases (KDD) 421
 knowledge management 4, 48–9, 102–3, 166, 264, 368–79
 see also marketing intelligence
 internal knowledge 11
 Kodak 134
 Kohonen nets 426
 Kolmogorov-Smirnov test 541–6
 Kondratiev wave phenomenon 62
 Korczak, Dieter 239–49
 Korea, data-collection 79
 Kotler, P. 349
 KPIs (key performance indicators) 226–7, 329, 337, 343, 353
 Kurt Salmon & Associates 143
 Kyoto Conference 1997 242
- Labour Force survey 43
 Lacan, Jacques 464, 465
 Lafley, A.G. 437
 landscaping new markets
 concepts 135–43
 market research 143
 languages
 cultural issues 76–7, 258, 291–2, 305–7, 339, 506–7, 512
 ethnic communities 305–7, 339
 radical innovations 159–60, 163–4
 semiotics 456–65
 the unconscious 464, 465
 LAP model 493
 laptops 393
 late followers, success factors 200–2, 204
 latent class approaches 386
 lateral thinking 137–8
 Latin America 53–6, 229, 232, 336, 589–90
 see also individual countries
 launch-monitor concepts, *see-act-launch* innovation
 phases 149–52, 160–7, 199–215, 269–75
 Lawes, Rachel 454–5
 Le Bigot, Joël-Yves 283–97
 Le Bioscope 297
 Le Doux, Joseph 484, 493
 lead users, radical innovations 153, 159, 162–6
 learning
 car clinics 279
 data mining 422–8
 implicit learning 489, 491–2, 495–7
 meta-learnings 102
 RFP 503–4
 see-act-launch innovation phases 160–7
 Lee, Tim Berners 397
 legislation
 see also regulations
 data protection legislation 57, 98, 237, 253, 256, 258, 343–4, 382–3, 586
 technological developments 399
 Lego 388–9
 Levi-Strauss, Claude 461
 Lewinsky, Monica 315–16
 Lifeline 145–7
 Lifestyle Home personas 478–80
 Likert, Rensis 313
 Lisbon European Council 2000 247
 Lithuania, industry statistics 54
 Living Standard Measure (LSM) 577
 local economy & trade, social research 241–2
 logic reviews, intelligence sets 374
 look-and-feel element, website satisfaction 356–8
 Loosschilder, Gerard 131–48
 L’Oréal 289, 293
 losers, success classifications 212–13
 Lott-Vernet, Catherine 283–97
 loyalty
 customers 11, 23–4, 43, 45, 136, 142–3, 146–7, 163–4, 170–3, 176–7, 293, 296–7, 319–31, 349–63, 381, 437, 516
 schemes 11, 23–4, 43, 45, 163–4, 381
 LSM (Living Standard Measure) 577
 Lurpak 191
- MAC model 493
 McDonald’s 289, 293, 458, 460
 Machiavelli 61
 McKinsey 143, 148, 369
 McNeal, James 283
 McPhee, Neil 251–65
 macro research process
 concepts 100, 104–20
 definition 120

610 Index

- magazines, media research 221–38
 mail 55–6, 62, 66, 68–71, 77–81, 175–6, 227–30, 325–6
 see also quantitative research
 concepts 55–6, 68–71, 77–81, 175–6, 325–6
 critique 68–70
 cultural issues 77–81
 statistics 55–6, 77–8
 make-and-sell types, innovations 104–5, 193–4
 Malhotra, Naresh K. 60
 Malinowski, Bronislaw 436
 management intuition, decision-making 25–6, 30–1, 35, 135–8, 153–5, 164
 manufacturing industry, statistics 54–5, 174, 199–205
 mapping techniques, multivariate analysis 89, 555–8, 568–9
 Mariampolski, Hy 435–45
 Marinopoulos, John 367–79
 market basket analysis 426–7
 market mapping, semiotics 453
 market mix, success classifications 212–13
 market plans, concepts 10
 market potential, concepts 141–3
 market propositions
 concepts 149–67, 169–97, 281
 defining considerations 149–67
 innovations 149–67
 refining considerations 169–97, 451–2
 market research
 see also marketing intelligence; testing
 acceptable genres of research 31–2
 ad-hoc research 39–40, 44–5, 55–6, 67, 99, 143, 174–6, 222–3, 245
 advocacy and word of mouth marketing 57
 analysis processes 23–4, 59–60, 88–90, 93–5, 102, 115–18, 137–8, 329–30, 370–9, 505–13, 516–17, 519–20
 automotive industry 54–5, 267, 275–9
 B2B 55, 59–60, 63, 67, 68, 79, 97–8, 251–65, 505, 508
 basic issues 102–4
 boundaries 13–14
 brain science technique 488–91
 brand extensions 194–5, 276–9
 business models 96–7
 categories 3, 5–8
 challenges 147–8, 367–79, 381–400
 changing nature 3–36, 57–8, 62–4, 134, 147–8, 367–79, 381–400, 573
 co-creation developments 388–9, 474–80
 codes of conduct 38–9, 59–60, 95–6, 253, 256, 258, 325, 343–4, 585–91
 combination concepts 45–6
 communications 44, 46–7, 53, 59–60, 150, 159–60, 164, 501, 522–3
 company strategies 131–48, 200–5, 374–8
 complex/fragmented market places 33–5, 42, 470–80
 concepts 3–8, 12–15, 16–24, 33–5, 37–60, 61–4, 99–127, 131–48, 205–15, 481
 consultation studies 56–7
 continuous research 39–40, 43, 44–5, 55–6, 67, 71, 102–27, 175–6, 184, 222–3, 230, 245
 current industry statistics 53–6, 222–3, 256, 347–8
 customer relationship management 44, 56–7, 66, 289–90, 348–50, 381, 386, 390–1
 customer satisfaction 347–63
 data fusion 431–2
 data mining 40, 44–5, 49, 65, 156–7, 281, 348, 385–6, 421–34, 575
 data-stretching creative considerations 30–3
 decision advisers/facilitators 25, 32, 46, 57–8, 368–79
 decision-making 3–36, 37–60, 102–3, 122–7, 254–5, 368–79
 definitions 37–9, 59–60, 102–3, 505–6, 586–8
 desk research 40, 59–60, 64–5, 105–6, 147
 diverse individuals/societies 299–309
 division of roles 120–1
 electronic wake 381–3, 385–6, 393
 emotions 20, 22, 32, 144, 280
 employee research 319–31
 ethnic communities 300–9, 339
 ethnography 437–45
 experimental design 38, 42, 125–7
 exploratory research 16–18, 38, 41–2, 71
 external briefings 121, 125–7
 external/internal information sources 23–4
 flexibility benefits 62, 166, 504–5
 future developments 33–5, 57–8, 63–4, 80, 93–4, 96–8, 147–8, 164–5, 237–8, 245–6, 295–7, 367–79, 381–400, 417–18, 433, 573, 576–7
 global revenue statistics 53–4
 health care 241–2, 268–75
 historical background 3, 47–9, 62–4, 481
 image problems 95–6
 industry background 4, 47–9, 53–7, 96–8, 222–3, 256, 347–8, 573
 information sources 23–4, 183–4
 innovations 153–4, 159, 162–6, 183–6, 193–4, 205–15, 255, 276–9, 469–80
 internal briefings 121, 124–7
 interpretation processes 22–3
 ISO 20252 53, 91–5, 588
 key characteristics 16–24, 102–3
 landscaping new markets 143
 macro research process 100, 104–20
 management intuition 25–6, 30–1, 35, 135–8, 153–5, 164
 market-sizing role 143
 marketing intelligence 4, 102–3, 369
 marketing mix 111–15, 117–20, 174–5, 180–1, 186, 189–91, 205–15
 media research 219–38, 348
 mergers and acquisitions 145–7, 319–20
 micro research process 100, 118–27
 mystery shoppers 337
 new paradigm 35, 367–79
 omnibus research 39–40, 55–6, 67, 71, 348
 opinion polls 312–17, 348, 403–4
 outsourcing 49, 97, 108, 263, 398–9
 packaging research 189–91, 270
 panels 39, 41, 42–6, 49–50, 55–7, 60, 67, 71–2, 79, 96–8, 106–7, 110–11, 115, 162–6, 174, 206–15, 223, 227–30, 234, 236–7, 281, 290–1, 334, 383–4, 398, 402–3, 405–18, 573

- people profiles 19–20, 59–60, 181, 505–6
 poor market research 58
 previous reports 17, 23, 29, 40, 45, 57, 63–5
 pricing research 191–3
 process aspects 11–15, 16–24, 91–5, 99–127, 370–5
 product refinements 193–4
 qualitative research 17–18, 25–6, 31–2, 34, 35, 39,
 41–2, 46, 49, 59–60, 62–3, 65, 72–6, 153–8,
 183–6, 348, 381–400, 435–45, 504–9, 516
 quality considerations 15, 16–17, 23, 28–9, 49–53,
 58, 90–5, 120–1, 326, 374, 571, 573, 588–91
 quantitative research 18–19, 25–6, 31–2, 35, 39–41,
 46, 53, 59–60, 62–3, 65–72, 184–5, 187–9,
 381–400, 504–7, 516, 519–20
 questions 6, 13–14, 19–20, 21, 26–33, 39–40, 52–3,
 121–7, 139–40
 radical innovations 134, 149–67
 register considerations 14
 reliability concepts 16, 28–9, 50–3, 294–5, 374,
 442–3, 588–91
 research brief 14, 124–7, 259–60, 501–23
 research design 14–15, 37–8, 52–3, 59–60, 61, 81–2,
 91–2, 121, 124–7, 504–23
 respondent-protection measures 95–6
 roles 3–4, 12–15, 16–26, 37–44, 47, 56–7, 61–2, 88,
 99–104, 120–1, 131–48, 183–6, 196, 205–15,
 269–71, 281, 362, 367–79, 501–23
 scientific approaches 16, 35, 42
 sector statistics 54–6
 see-act-launch innovation phases 149–67, 199–215,
 269–75
 semiotics 64, 76, 80, 439, 447–67, 576
 sensitivity concepts 29, 50–3
 significance testing 537–41
 social research 239, 243, 245–6, 300–9, 336
 starting questions 16–17
 statistical analysis 23–4, 38, 525–68
 syndicated research 39–40, 71, 79, 147, 220, 222–38,
 335
 synthesis concepts 45–6
 telecom industry 267, 280–1
 testing to destruction 27, 30
 time factors 15, 52–3, 63, 97, 257–8, 260–2, 509–10,
 513
 toolkit 37–8, 104–27
 trade-off decisions 15–16
 trust 21
 types 17–19, 39–44
 underlying theories 38
 usage examples 44
 validity concepts 16, 17, 50–3, 94–5, 97–8, 111–15,
 403–4, 441–3
 word of mouth marketing 12, 57, 96, 181, 355–6,
 358–9, 360–2, 387
 youth research 283–97
- market research agencies 12, 14, 27, 39–40, 53, 55–6,
 188–9, 307–8, 322, 323, 329–30, 346, 348–9, 503,
 514–23
see also research proposal
 concepts 12, 14–15, 27, 39–40, 53, 55–6, 188–9,
 307–8, 322, 323, 329–30, 503, 514–23
 customer satisfaction 348–9
 design role 14–15
 employment statistics 56
 ethnic communities 307–8
 market shares 55–6
 objectivity needs 27, 329–30
 problem definition skills 14
 roles 14–15, 40–1, 53, 56–7, 84, 143, 188–9, 322,
 323, 329–30, 346
 statistics 55–6
 types 14
 world top 10 (2005) 56–7
 Market Research Association (MRA) 589
 Market Research Society (MRS) 60, 256, 325, 333,
 343–4, 454–5, 588
- market researchers
 actionability concepts 372–5
 challenges 147–8, 367–79, 381–400
 contributions 368–79
 decision advisers/facilitators 25, 32, 46, 57–8, 368–79
 evidence-based researchers 369–70, 375
 holistic approaches 370–5
 intelligence sets 368–9, 370–8
 new ways of delivering intelligence 376–8
 new ways of thinking 375–6
 new ways of working 370–5
 problem solvers' mindsets 375
 senior management 376
 skills 12–13, 25–6, 34, 37–8, 47, 84, 137–8, 367–79,
 439–40, 590
- market shares
 brand extensions 195
 market research agencies 55–6
 market trends 4, 11, 381–400
see also marketing intelligence
- marketers, media research 220, 222–38
 marketing directors, historical background 349–50
 marketing function
 basic issues 100–4
 components 349–50
 concepts 12, 48–9, 89, 100–4, 120–1, 124–7, 160–7,
 349–50, 560–1
 consumer-centred activities 101–11, 153–67, 349–50,
 360–2, 369–70
 critique 350
 customer satisfaction 349–55
 development aspects 101–2
 historical background 48–9, 349–50
 innovations 101–2, 160–7
 market observations 102
 research brief 14, 124–7
 ROI concerns 350
- marketing intelligence
see also competitors; information; knowledge
 management; market research; market trends
 absolute readings 7
 cause-and-effect relationships 7, 426–7
 changing nature 3–36, 57–8, 62–4, 134, 147–8,
 367–79, 381–400, 573
 company strategies 131–48, 374–8
 competitors 11, 131–48
 complex/fragmented market places 33–5, 42
 concepts 3–36, 102–27, 131–48, 367–79

612 Index

- marketing intelligence (*Continued*)
 cultural issues 5, 19, 31, 64, 76–81, 96, 299–309, 436–45, 506–7
 decision-making 3–36, 102–3, 122–7, 254–5, 368–79
 definition 3, 5
 delivery systems 367, 376–8
 descriptions of the world 7, 17
 future developments 33–5, 57–8, 63–4, 80, 93–4, 96–8, 147–8, 164–5, 237–8, 245–6, 295–7, 367–79, 381–400, 417–18, 433, 573, 576–7
 historical evaluations 5–6
 ideas-generating role 7–8, 183–6, 437
 in-depth motivations 6–7, 72–3, 78–81, 162–6, 185, 257–62, 322–3, 435–6, 439, 505
 internal marketing intelligence function 12–14
 market research 4, 102–3, 369
 new paradigm 35, 367–79
 organisational structures 3–4, 8–12, 368–9
 predictions 5–6, 9–10
 problem definition skills 12–14, 37–8, 166
 process structure 11–15, 16–24, 99–127
 professional skills 12–13, 25–6, 34, 37–8, 47, 84, 137–8, 367–79, 439–40, 590
 profit/non-profit-making organisations 4–5
 relative changes 7
 roles 3–36, 37–44, 47, 56–7, 61–2, 88, 99–104, 120–1, 131–48, 183–6, 196, 269–71, 281, 362, 367–79
 skills 12–13, 25–6, 34, 37–8, 47, 84, 137–8, 367–79, 439–40, 590
 strategic/marketing planning 8–11
 technological developments 33–5, 41, 43, 49, 63–4, 96–7, 134, 154–5, 237–8, 381–400, 401–19, 550, 568–9, 573, 589–91
 top-level pictures 6, 16–17, 28
 types 3, 5–8, 39–40
 marketing mix 111–15, 117–20, 174–5, 180–1, 186, 189–91, 205–15
 concepts 111–15, 117–20, 174–5, 180–1, 186, 189–91, 205–15
 launch-monitor concepts 199–215
 micro test markets 206, 208–10
 packaging 189–90
 regional test markets 206, 208
 simulated test markets 206, 210–11, 215
 store tests 206–8
 testing 205–15
 marketing plans 3–4, 10
 markets
 barriers and constraints 142–3, 159–60, 165–6
 company strategies 131–48, 200–5
 geographic expansion 142–3
 landscaping new markets 135–43
 sizing considerations 141–3
 Marmite 185
 mass marketing 390
 Mass Observations 41–2, 62
 master brands 194–5
see also brands
 Mauborgne, R. 136
 Max Diff analysis 277–8
 Mayes, Paul A. 290
 Mayo Clinic 9
 Mead, Margaret 436
 mean
 concepts 23, 528–32, 533–40, 545–8
 standard error of the mean 530–2, 535–40, 545–9
 meaning, answers 22
 means-end relation theory 280, 354
 measured data
 concepts 526–7, 545–8
 significance testing 545–8
 Mecca Cola 301
 mechanical observations 75–6
see also observation ...
 media 3, 55, 59, 202–3, 219–38, 280–1, 285, 391–2
 concepts 219–38, 391–2
 performance issues 223–7
 TIME 280–1
 youth research 285
 media agencies, media research 220–38
 Media Monitor 237
 Media Owner (MO) surveys 221–2
 media research
 approaches 227–34
 audience type/quality 220, 223–7, 235–6
 audience-measurement steps 223–7
 benefits 234–6
 concepts 219–38, 348
 critique 234–8
 electronic measurement 222, 230–8
 funding sources 219
 future prospects 237–8
 guidelines 236–7
 Internet 234
 issues 222–7
 JIC 221–2
 limitations 234–6
 MO surveys 221–2
 organisational structures 221–2
 peplemeters 81, 222, 230–7
 performance measurement 223–7, 234
 portable peplemeters 81, 222, 230–7
 questions 222–7
 relative importance in market research 222
 RFID chips 41, 237–8
 roles 219–22
 set-top boxes 237
 stakeholders 219–23
 statistics 219–23
 surveys 221–2, 227–38
 target groups 220, 223–9, 235–6
 MediaCell 237
 Medialogue 226
 median, concepts 23, 528–30
 MediaScan 208–9
 MediaWatch 237
 Meehan, S. 136
 memories
 advertising recall objectives 187–9, 481, 494–5, 497
 cognitive science 485–6
 concepts 187–9, 481, 485–6, 491–2
 mental models, marketing environment 102–3, 107, 108–9, 112–15, 127, 138–41

- mergers and acquisitions 97, 131, 139–40, 145–7, 319–20
 concepts 145–7, 319–20
 market research 145–7
 organic growth contrasts 147
 reasons 145–7
 synergies 146–7
 targets 145–7
 valuations 146–7
 value drivers 146–7
 Merrill Lynch 222–3
 meta-learning 102
 metadata 65, 397–8
 metaphor concepts 460–1
 metering trends, future prospects 57–8, 79, 81
 methodological emphasis, historical background 48–9
 methodology section
 research proposal 516–17, 519–20
 RFP 502, 504–7, 512–13
 metonymy concepts 460–1
 Metro AG 238
 Mexico 81, 91, 229, 232, 268, 589
 Meyers, James H. 354
 micro research process
 concepts 100, 118–27
 conduct of the study 121, 126–7
 corporate decision-making 121, 127
 data reduction/evaluation 121, 126–7
 definition 120
 definition of the research questions 121–4
 external briefings 121, 125–7
 internal briefings 121, 124–7
 presentations 121, 126–7
 research design 121, 124–7
 micro test markets, marketing mix 206, 208–10
 Microsoft 165, 201, 289, 293, 439, 509
 BOB user interface 165
 ethnography 439
 Word 201, 509
 microwaves 137
 mid-points, frequency curves 528–9
 Middle East & Africa 53–6, 81, 228–32, 300–9, 336
 see also individual countries
 cultural issues 81
 data-collection 81, 228–32
 industry statistics 53–6, 228–32
 migration issues 246, 299–309
 Millennium Summit 2000 242
 Millward Brown 173, 181, 226, 493–4
 MINERVA 117
 minidisc players 199
 Ministry of Health 274–5
 Minneapolis Star-Tribune 317
 mission, concepts 9, 14, 103, 131–48, 517–18
 MO (Media Owner) surveys 221–2
 mobile 24/7 society 392–3
 mobile phones 6, 34, 79, 134, 143, 148, 166, 280–1, 381, 392–3, 399
 critique 392–3, 399
 statistics 392
 moblogging 393
 modem, concepts 23, 528–30
 Moen Corporation 443
 monitoring considerations 149–52, 160–7, 169, 171–4, 199–200, 211–15, 269–75
 existing brands 169, 171–4
 see-act-launch innovation phases 149–52, 160–7, 269–75
 motivational research, concepts 41–2
 MP3 players 199, 388
 MPMA 225
 MRA (Market Research Association) 589
 MRI 229, 230, 389–90, 483–91
 MRS (Market Research Society) 60, 256, 325, 333, 343–4, 454–5, 588
 MSPA (Mystery Shopping Providers Association) 333, 335–6, 344–6
 MTV 289
 Mukherjee, Piyul 283–97
 multi-client research *see* syndicated research
 multi-disciplinary research techniques, insights 474–80
 multi-variety analysis 575–7
 multicollinearity 568
 multiple correspondence analysis 23
 multiple regression and discriminant analysis 89, 329–30, 565–9
 multiple-encounters approach, innovations 475–80
 multistage sampling
 see also cluster sampling
 concepts 83–4
 multivariate analysis
 see also conjoint analysis
 AID 89–90, 551, 561–9
 CHAID 89–90, 390, 551, 564–9
 cluster analysis 558–61
 concepts 88–90, 270–1, 277–8, 329–30, 354, 505, 508–9, 550–69
 correspondence analysis 555–8
 critique 568–9
 definition 88–90, 550–61
 dependence techniques 88–90, 551, 561–9
 factor and principal component analysis 89, 329–30, 553–5, 568–9
 interdependence techniques 88–90, 551–61
 mapping techniques 89, 555–8, 568–9
 regression analysis 89, 329–30, 551, 565–9
 survey data 550–69
 mutuality considerations, human resources 321
 mutually exclusive classifications, significance tests 538–40
 MySpace 387, 392, 394, 444
 mystery shoppers 44, 74, 162–6, 333–46, 347–8
 agency listings 346
 Asia Pacific 336, 337
 augmented programmes 341–2
 balanced scorecards 334
 call centres 335, 337, 340–2, 345
 case histories 345–6
 concepts 74, 162–3, 333–46, 347–8
 confidentiality issues 343–4
 contacts' guidelines 337–9, 343–5
 critique 342–6
 definition 333
 disabled persons 339

- mystery shoppers (*Continued*)
 ESOMAR Mystery Shopping Guidelines 333, 343–6
 European Union 335–7, 344
 future prospects 346
 global aspects 346
 guidelines 333, 337–9, 343–6
 helplines 333, 336
 historical background 333, 343–4
 international comparisons 335–6, 342–3
 Internet 333
 investigative journalism 344–5
 limitations 342–3
 market research 337
 measures 338–45
 methods 333, 336–9
 objectives 334, 345–6
 records 338–41, 344
 reflective practices 341–2
 regulators 336, 344–5
 responsibilities 337
 results 338–45
 role-plays 337–9
 sampling considerations 340–1, 342
 skills 337–9
 stakeholders 336–7, 345–6
 standards 333, 335, 342–4
 statistics 335–6, 347–8
 telephone units 338
 time factors 335, 344–5
 transparency issues 335, 344–5
 UK 335, 336–7, 343
 USA 335–7
 workshops 341
 Mystery Shopping Providers Association (MSPA) 333, 335–6, 344–6
 myths, semiotics 461–5
- Napster 388
 narrowcast prospects 96
 NASA 9
 National Institute for Clinical Evidence (Nice) 274–5
 National Readership Survey 229, 230, 232
 Nauckhoff, Fredrik 3
 navigation element, website satisfaction 356–8
 NDAs (New Drug Applications) 269–71
 negative feedback 40
 net message, concepts 113–15
 Net Promoter Score (NPS) 178, 358–9, 387
 Netherlands 56, 94, 204, 221, 229, 231, 247, 401–2, 413
 netnography 444
 networking 48–9
 neural networks
 concepts 89–90, 425–6, 430–1, 550
 data mining 425–6, 430–1
 neuro linguistic programming (NLP) 80
 neuromarketing 76, 159, 389–90, 399, 481–98
see also brain science technique
 concepts 389–90, 399, 481–98
 costs 399
 critique 490–2, 496–7
 definition 489
 emergence 483, 489–90
 New Coke 170–1
 New Drug Applications (NDAs) 269–71
 new marketing intelligence, concepts 33–5
 new media, concepts 391–2
 new products 45–6, 66, 135–48, 149–67, 170–1, 199–215, 255, 269–75, 292, 348, 437–8, 451–5
see also innovations
 B2B research 255
 classifications 200–1, 211–12, 269
 degrees of innovation 200–2
 ethnography 437–8, 474–5, 476–80
 launch-monitor concepts 149–52, 160–7, 199–215, 269–75
 semiotics 451–5, 460
 strategy selections 200–5
 success classifications 212–13
 success statistics 199–205
 testing 45–6, 170–1, 205–15
 youth research 292
 New World wines 449
 New York Times 316, 382
 New Zealand 79, 228, 231, 248
 news media
 media research 221–38
 opinion polls 311–12
 newspapers, media research 221–38
 NGOs (non-governmental organisations) 240–1, 300–1, 311–12
 Nielsen 42–3, 152, 202, 208, 210, 222, 226, 232–4, 281, 361, 396
 Nielson, Julie 452
 Nigeria 79
 Nike 289, 293, 460
 NLP (neuro linguistic programming) 80
 noise problems, communications 47, 159
 nominal scale, concepts 525–6
 non-governmental organisations (NGOs) 240–1, 300–1, 311–12
 non-profit-making organisations, marketing intelligence 4–5
 normal distributions
 concepts 531–2, 533–7, 548–8
 tables 533–4, 538
 Norman, Donald 436
 North America
see also Canada; USA
 mystery shoppers 335–7
 Norton, D.P. 10
 Norway 54, 195, 229, 231, 413
 noticeboards 330
 Novaction 210
 NPS (Net Promoter Score) 178, 358–9, 387
 null hypothesis, significance testing 532–68
 NUTS classification 574
see also Eurostat
- objectivity needs 27–34, 52–3, 103
 observation techniques 20–1, 40–1, 57–8, 62, 74–6, 80, 102, 115–18, 125–7, 144–5, 153–5, 162–6, 183–4, 227–30, 281, 334–46, 393–4, 435–45, 474–80, 496–7, 576, 590
 concepts 57–8, 74–6, 80, 102, 115–18, 125–7, 144–5, 153–5, 162–6, 183–4, 227–30, 281, 334–46, 393–4, 435–45, 474–80, 496–7, 576, 590

- critique 74–5, 590
 ESOMAR guidelines 590
 future prospects 57–8, 237–8, 393–4, 576–7, 590
 illustrative business cases 117–18
 market research process 102, 115–18, 125–7
 mystery shoppers 334–46
 types 75–6, 80, 162–3, 183–4, 190–1, 281, 590
 OECD 245, 267–8
 OFCOM 220
 Ogilvy, David 8
 OJD 224
 OLAP (On-Line Analytical Processing) 422
 Oliver, Jamie 184
 Olivio 185
 omnibus research
 see also quantitative research
 concepts 39–40, 55–6, 67, 71, 348
 statistics 55–6, 348
 On-Line Analytical Processing (OLAP) 422
 one-tailed tests, concepts 532–7
 online buzz, concepts 362, 387
 online research 15, 20, 23–4, 34, 41, 50–1, 55–6, 62, 63,
 66–7, 70–2, 77–81, 96–8, 227–30, 234, 257–62,
 317, 326–7, 334, 383–4, 398, 401–19, 432–3,
 475–6, 573
 see also Internet; web surveys
 adoption 401–3
 arguments in favour 403–4
 boredom issues 416–17
 client online panels 414–18
 competitors 418
 concepts 401–19, 432–3, 475–6
 costs 403–4, 415–16, 418
 critique 403–4, 416–18
 double opt-ins 408–9
 ESOMAR guidelines 407, 416
 fraud 408–9
 future prospects 417–18
 historical background 401–2
 incentive schemes 413–14
 lifestage model 410–11
 methods 404–7, 416–17, 432–3
 motivation issues 411–14
 panels 71–2, 79, 234, 334, 383–4, 398, 402–3,
 405–18, 573
 professional respondents 411–14
 quality considerations 406–7, 418
 questions 407, 416–18
 registration surveys 409
 response rates 406–7, 409–10, 418
 running procedures 410–14
 segmentation 411–14
 setting-up methods 407–10
 software 410
 statistics 401–4, 411, 413–14
 time factors 403–4, 409
 UK 403–4, 411–15
 USA 401–3, 406–7, 415
 online-video 393–4
 operational plans, concepts 10–11
 opinion polls 187, 311–17, 348, 403–4, 587–8
 benefits 315–16
 concepts 311–17, 348, 403–4
 critique 314–17, 403
 ESOMAR Guide to Opinion Polls 314, 317, 587–8
 exit polls 314–15
 future prospects 317
 guidelines 316–17
 historical background 312, 315, 317
 issues 312–14
 IVR 317
 limitations 315–16
 market research 312–17
 questions 312–14, 316
 research methods 314–15
 scope 311
 stakeholders 311–12
 technological developments 317
 UK 312, 317, 403–4
 USA 312–17
 ways of working 314–15
 web surveys 317
 opinion research 38–9, 59–60, 294–5, 311–17, 348,
 587–8
 definition 38–9, 59–60
 ethics and standards 294–5, 587–8
 opportunities
 company strategies 135–44
 innovations 149–56, 183–6, 271–2, 469–80
 technological developments 381–400
 opportunities to see (OTS) 113
 ordinal scale data, concepts 526
 O'Reilly, Tim 388
 organic growth contrasts, mergers and acquisitions 147
 organisational silos 164
 organisational structures 3–4, 8–12, 131–48, 164, 166,
 221–2, 368–9, 439
 company strategies 131–48
 cross-functional teams 164
 ethnography 439
 innovations 164, 166
 marketing intelligence 3–4, 8–12, 368–9
 media research 221–2
 silos 164
 social research 240–2
 types 12, 164, 166
 Osta, Elisabetta 149–67
 OTS (opportunities to see) 113
 outsourcing 49, 97, 108, 263, 264–5, 398–9
 critique 398–9
 employment trends 264–5
 Internet 398–9
 market research 49, 97, 108, 263, 398–9
 opportunities/threats 398–9
 overlapping classifications, significance tests 539–40
 overt observational research 75
 see also observation ...
 own-label brands 185
 P&G (Procter and Gamble) 40–1, 49, 159–60, 296–7,
 394, 437
 package concepts 101–2, 111–15
 packaging
 3i principle 495–6
 communications 189–91
 concepts 189–91, 270, 495–6

616 Index

- packaging (*Continued*)
 costs 191
 marketing mix 189–90
 research 189–91
 testing 170–1, 190–1
 weaknesses 170–4
- Packard, Vince 41
- paired-depth interviews 67, 73
- Pakistan 392
- Pampers 191
- Panadol 195
- panels
see also quantitative research
 client online panels 414–18
 concepts 39, 41, 42–6, 49–50, 55–7, 60, 67, 71–2, 79, 96–8, 106–7, 110–11, 115, 162–3, 174, 206–15, 223, 227–30, 234, 236–7, 281, 290–1, 334, 383–4, 398, 402–3, 405–18, 573
 critique 71–2, 96, 234, 236–7, 383–4, 398, 406–7
 double opt-ins 408–9
 ESOMAR guidelines 407, 416
 fraud 408–9
 incentive schemes 413–14
 lifestage model 410–11
 managers 410
 motivation issues 411–14
 optimum numbers of surveys 411
 professional respondents 411–14
 quality issues 406–7
 registration surveys 409
 running procedures 410–14
 setting-up methods 407–10
 software 410
 statistics 55–6, 401–4, 411, 413–14
 technological developments 43, 46, 49–50, 234, 383–4, 398, 405–18, 573, 589–91
- paper-assisted personal interviewing (PAPI) 67–8, 79, 88
- paradigm shifts, concepts 134–6, 156–7, 450–1
- parallel processing of information, concepts 486, 493
- parents, youth research 283, 284–5
- Parfitt-Collins formula 211
- Parlin, Charles Coolidge 40
- partial least squares analysis (PLS) 356
- participatory web *see* Web 2.0 platform
- partners 160–7, 288, 440–1
 ethnography 440–1
see-act-launch innovation phases 160–7
- passive data collection, future prospects 57–8, 237–8, 590
- Payne, Stanley 314
- PCs 41, 49, 391–2
- PDA's 67, 134, 391, 393
- Pears Soap 40
- peer reviews, social research 247–8
- penetration measures 174, 210–11
- Penn, David 481–98
- people
see also attitudes; behaviours; classification ... ; consumer ... ; human resources
 brain science technique 76, 159, 389–90, 399, 481–98
 co-creation developments 388–9, 474–80
 continuous dialogues 473–80
 engagement 320–1, 472–80
 innovations 471–80
 multiple-encounters approach 475–80
 personas 476–80
 profiles 19–20, 59–60, 171–6, 181, 505–6
- peplemeters 81, 222, 230–7
- Peperami 455
- Pepsi 170–1, 489, 492
- perceptions 102, 183
see also attitudes
- performance issues
 balanced scorecards 10–11, 319, 329–31, 334, 351
 customer satisfaction 351–8
 higher levels 102–3
 human resources 10–11, 319–31
 in-market performance 199–215
 media research 223–7, 234
 price-performance ratios 204–5, 212
 stakeholder value 102–3
- permission marketing 390–1
- Perot, Ross 315
- PERS 145–6
- Persil 456–7
- personal interviewing
see also face-to-face ...
 concepts 66–8, 227
 critique 67–8
- personal observations 75
see also observation ...
- personalisation 390–1
- personas, concepts 476–80
- persuasion objectives, advertising 187–9, 227, 481
- pharmaceuticals and healthcare industry 54–5, 145–6, 157–8, 192–3, 195, 267–75, 361–2
see also health care
 clinical trials 269–70, 271–2, 274–5
 complexity issues 271–5
 concepts 267–75
 consumer-focused dimension 274–5
 costs 268
 decision-making players 274–5
 illness-wellness/acute-chronic dimensions 272–5
 pre-launch phases 269–71
 products 269–75
 qualitative research 270–2
 repeat prescriptions 273–4
 risky returns 268–9
 simulation models 270–1
 statistics 54–5, 267–8
 treatment choices 271–4
- Philips 49, 139–42, 145–6, 149, 156–8, 164–5, 204, 358–9, 469–80
- Philips Design 469–80
- Phillips, Adam 37–60
- philosophy 481
- PhRMA 268
- Pierce, Charles Sanders 456, 464
- piloting considerations, questionnaires 87, 322–3, 325
- pioneers, success factors 200–2, 204
- platitudes, attitudes 20, 22–3

- PLS (partial least squares analysis) 356
- podcasts 395
- point-of-sale systems 34, 43, 71
- Poland 229, 231, 519
- policy process, social research 240
- politics
see also governmental research
 customer satisfaction 351
 employee research 322, 327–8
 opinion polls 311–17, 403–4, 587–8
 social research 246, 300, 311–17
- pop-ups 383, 405
- Portable People Meter (PPM) 81, 230–4, 237
- portable peplemeters 81, 222, 230–7
- portals 65, 117
see also Internet
- Porter, Michael 136
- portfolio management, intelligence sets 376–7
- positioning 9–10, 48–9, 117–18, 170–1, 178–9, 184–6, 279–80, 452–4
- post-modern consumers, concepts 465
- postal surveys *see* mail
- posters 224–6
- potentials, success classifications 212–13
- power of evidence, concepts 24, 373–5
- PowerPoint 46, 394–5, 509
- Poynter, Ray 381–400
- PPM (Portable People Meter) 81, 230–4, 237
- PPP (purchasing power parity) 142
- PR (public relations) 10, 254–5, 416
- Prabhu, Jaideep 149–67
- practicalities, research design 15, 52–3
- Prahalad, C.K. 136
- Pravachol 361
- pre-testing/piloting considerations 87, 101–2, 111–15, 187–9, 190–1, 269–75, 322–3, 325, 348, 495–6
 3i principle 495–6
 illustrative business case 114–15
 market research process 101–2, 111–15, 187–9, 190–1
 refined market propositions 187–9
- precision requirements, research design 15, 52–3
- predictions, marketing intelligence 5–6, 9–10
- prejudices 7, 26
see also attitudes
- premiums, pricing 191–2, 200, 204–5
- presentations 46–7, 49, 121, 126–7, 345, 394–8, 508–9
 company strategies 132
 decision fright 126
 definition 509
 Internet 394–6
 micro research process 121, 126–7
 technological developments 394–8
 video 395–6
- previous reports, market research 17, 23, 29, 40, 45, 57, 63–5
- price tests 111–15, 192–3, 205–15
- pricing
 Brand Price Trade Off approach 192–3
 business plans 9–10
 competitors 192–3
 concepts 9–10, 111–15, 172–4, 191–3, 200, 204–15
 demand links 191–2
 econometric modelling 192
 historical analysis 192
 Internet comparisons 191–2
 issues 192–3, 204–11
 premiums 191–2, 200, 204–5
 price-performance ratios 204–5, 212
 research 191–3
 strategy selections 200, 204–5
 testing 111–15, 192–3, 205–11, 212–15
 weaknesses 172–4
- primary data-collection methods
see also qualitative research; quantitative research
 concepts 64, 65–7, 251, 281, 370–2, 573
- principal component analysis, concepts 89, 553–5, 568–9
- privacy concerns 38, 57, 59–60, 237, 253, 256, 258, 343–4, 382–3, 432–3
see also confidentiality ...
- private labels 101
- pro-active aspects, consumer-centred activities 103–4, 153–67, 349–50
- probability sampling
 concepts 18–19, 40–1, 72, 82–4, 236, 314–15, 532–8
 critique 84, 236
 opinion polls 314–15
 quota sampling 84
- probability-proportional-to-size sampling, concepts 83–4
- problem definition skills
 boundaries 13–14
 market research agencies 14
 marketing intelligence 12–14, 37–8, 166
 starting at the end 13–14
- problem solvers' mindsets, market researchers 375
- process issues 11–15, 16–24, 59–60, 88–90, 91–5, 99–127, 131–4, 137–8, 149–67, 370–5, 469–80, 505, 516–17, 519–20
see also micro research process
 advertising evaluations 112–15
 analysis processes 23–4, 59–60, 88–90, 93–5, 102, 115–18, 137–8, 370–5, 505, 516–17, 519–20
 consumer insights 102–3, 104–11, 127, 474–80
 Customer Need-Business process mapping 374–5
 data mining 428–9
 illustrative business cases 109–11, 114–15, 117–18
 innovations 166, 469–80
 macro research process 100, 104–20
 market observation 102, 115–18
 market research 11–15, 16–24, 91–5, 99–127, 370–5
 pre-testing 101–2, 111–15, 187–9, 190–1
 recall objectives 187–9, 481, 494–5, 497
 recognition concepts 494–5, 497
 see-act-launch innovation phases 149–67
 standards 91–5
 strategy process 131–4
- Procter and Gamble (P&G) 40–1, 49, 159–60, 296–7, 394, 437
- product classifications 200–1, 211–12, 576–7
- product development 140–1, 276–9, 437

618 Index

- product innovations 105–13, 149–52, 160–7, 193–4, 199–215, 255, 269–75, 276–9
see also innovations
 brand equity 105–13, 518
 launch-monitor concepts 149–52, 160–7, 199–215, 269–75
 price-performance ratios 204–5, 212
 strategy selections 200–5
 success factors 199–215
- product launches, *see* act-launch innovation phases 149–67, 199–215, 269–75
- product placements 392
- product portfolios 139–41, 151–67
- product propositions, concepts 101, 142–5
- product refinements, concepts 193–4
- product testing 44, 66, 76, 111–15, 162–6, 170–1, 193–4, 205–15, 403–4
- product/service development, market research uses 44, 45–6, 66
- products
see also new . . .
 life cycles 199, 269–71
 quality issues 183, 204, 212–15, 294
 success classifications 212–13
 success statistics 199–205
- profile characteristics, customers 19–20, 171–6, 181, 505–6
- profit/non-profit-making organisations, marketing intelligence 4–5
- projective techniques 73–4, 80
see also qualitative research
 concepts 73–4
- promotions 117–18, 173–5, 211–15, 291–2, 339–40
 brand equity 173
- proposal *see* research proposal
- proposed methodology and analysis section, research proposal 516–17, 519–20
- Propp, Vladimir 464
- prototypes, experiences 472–3, 477–80
- psychographics, classifications 223, 576–7
- psychological carrier systems, concepts 101–2, 105–12
- psychological contracts, human resources 320–1
- psychology 32, 38, 41–2, 59–60, 89–90, 101–2, 105–12, 159, 165–6, 286, 320–1, 481–98
see also behaviours; brain science technique
 brands 101–2, 105–12, 159, 165–6, 170
 customer satisfaction 359–62
 decision-making 32, 482
 employee engagement 320–1
 radical innovations 159, 165–6
 youth research 286
- public education, social research 241–2
- public health, social research 241–2
- public relations (PR) 10, 254–5, 416
- public sector 54–8, 239–49
see also social research
 market research contrasts 239
 organisational structures 240–2
 public-private partnerships 242
 statistics 54–6
- public transport, social research 241–2
- public-private partnerships 242
- pull reporting technologies, concepts 396–7
- purchasing departments 90–1
- purchasing power parity (PPP) 142
- push reporting technologies, concepts 396–7
- QualiData 439, 443
- qualitative research
see also soft evidence
 B2B 255–65
 brainstorming sessions 63–4, 183–4, 443
 communication of results 46–7, 49
 concepts 17–18, 25–6, 31–2, 34, 35, 39, 40–2, 46, 49, 55–6, 59–60, 62–4, 65, 72–6, 77–81, 97–8, 110–11, 153–8, 183–5, 245, 255–65, 348, 435–45, 496–7, 504–9, 516
 cultural issues 77–81, 302–9, 436–45, 506–7
 employee research 322–3
 ethnic communities 302–9
 ethnography 64, 76, 79, 80–1, 106–7, 153–5, 157, 183–6, 206–11, 227–30, 393–4, 399, 435–45, 474–5, 476–80, 496–7, 576–7
 focus groups 17–18, 34, 41, 55–6, 60, 63–4, 66–7, 72–3, 78–81, 159–60, 162–6, 185–6, 195, 227–30, 257–8, 296–7, 322–3, 348, 394, 403–4, 496–7, 506–7, 516
 future prospects 57–8, 63–4, 80, 97–8, 237–8, 381–400, 576–7, 590
 historical background 41–2, 62–4
 in-depth interviews 67, 72–3, 78–81, 162–6, 185, 257–62, 435–6, 439, 474, 505
 international research 77–81
 pharmaceuticals and healthcare industry 270–2
 projective techniques 73–4, 80
 quantitative research 40–1, 46, 66, 153, 516
 radical innovations 153–8
 sampling considerations 81–2
 semiotics 64, 76, 80, 439, 447–67, 576
 social research 245
 statistics 55–6, 77–8, 227
 techniques 17, 34, 39, 40–2, 46, 55–60, 62–3, 72–6, 77–81, 97–8, 105–11, 153–5, 159, 162–6, 183–6, 227–30, 303–4, 322–3, 381–400, 435–45, 496–7, 506
 unstructured interviews 40–1
 youth research 290–2, 296–7
- quality considerations
see also reliability . . .; sensitivity . . .; standards; validity . . .
 brand equity 183, 204
 communications 180–1, 326
 concepts 15, 23, 28–9, 49–53, 58, 90–5, 120–1, 180–1, 183, 204, 212–15, 294, 326, 374, 571, 573, 588–91
 costs 53
 customer satisfaction 355–6
 ethnography 442–3
 fit-for-purpose considerations 15, 23, 28–9, 52–3, 58, 91, 113
 historical background 90–1
 intelligence sets 374
 market research 15, 16–17, 23, 28–9, 49–53, 58, 90–5, 120–1, 326, 374, 571, 573, 588–91

- online research 406–7, 418
- panels 406–7
- questions 52–3
- quality of life, social research 241–2, 246–7
- quantitative research
 - see also* data-collection; hard evidence
 - concepts 18–19, 25–6, 31–2, 35, 39–41, 46, 53, 55–6, 59–60, 62–4, 65–72, 77–81, 84–7, 97–8, 153, 159, 184–5, 187–9, 245, 386, 504–7, 516, 519–20
 - cost trends 41, 44–5, 57
 - cultural issues 77–81, 302–9, 506–7, 512
 - employee research 324–9
 - ethnic communities 302–9
 - future prospects 57–8, 63–4, 97–8, 237–8, 381–400
 - historical background 40–1, 62–4
 - international research 77–81
 - pre-testing 187–9
 - qualitative research 40–1, 46, 66, 153, 516
 - questionnaire designs 84–7, 111, 125–7, 322–3, 324–5
 - sampling considerations 81–4, 504–7, 512–13
 - social research 245
 - statistics 55–6, 77–8, 227
 - techniques 40–1, 46, 55–8, 59–60, 62–3, 65–72, 77–81, 84–7, 97–8, 105–11, 159, 162–6, 184–5, 187–9, 227–30, 303–4, 314–15, 324–9, 381–400, 506, 519–20
 - uses 44, 66, 187–9
 - youth research 292
- Quanvert 396–7
- quasi-scientific approaches, market research 16, 35
- questionnaires 15, 21–2, 39–41, 61, 70–1, 84–7, 111, 125–7, 236, 292, 322–3, 324–5, 331, 360–1, 503–4, 508–9, 516–17, 520
- concepts 84–7, 111, 125–7, 236, 292, 322–3, 324–5, 331, 360–1, 503–4, 508–9, 516–17, 520
- conversations 86
- design considerations 84–7, 125–7, 292, 322–3, 324–5, 331, 503–4, 508–9, 516–17, 520
- guidelines 85–7, 324–5
- medium considerations 85–6, 325–6
- piloting considerations 87, 322–3, 325
- pre-testing/piloting considerations 87, 322–3, 325
- questions 6, 13–15, 19–20, 21–2, 26–33, 39–41, 52–3, 61, 70–1, 84–7, 103–4, 111, 115–18, 121–7, 139–40, 236, 292, 322–3, 324–5, 331, 360–1, 503–4, 508–9, 516–17, 520
- see also* interviews
- B2B research 257–8
- checklist 26–33, 52–3
- decision-making checklist 26–33, 52–3
- definition of research questions 121–4
- employee research 322–3, 324–5
- ethnic communities 301–7
- guidelines 85–7
- market research 6, 13–14, 19–20, 21, 26–33, 39–40, 52–3, 121–7, 139–40
- media research 222–7
- objectivity needs 27–33, 52–3, 103
- online research 407, 416–18
- opinion polls 312–14, 316
- quality considerations 52–3
- social research 243
- trust 21
- ‘What Do We Say/How Do We Say It’ 103–4
- ‘What is happening/Why is it happening’ 115–18
- wording 86–7
- youth research 287–9
- quota sampling
 - see also* stratified sampling
 - concepts 18–19, 40–1, 72, 82–4, 314–15, 506
 - critique 84
 - probability sampling 84
- R&D 151–5, 160–1, 183–6, 193–4, 267–81, 371, 477, 519
- radical innovations
 - see also* innovations
 - concepts 134, 149–67
 - incremental innovations 163
 - languages 159–60, 163–4
- radio, media research 221–38
- radio frequency identification (RFID) 41, 237–8, 381, 399
- Rameckers, Lucile 469–80
- random sampling *see* probability sampling
- ranked data
 - concepts 526, 541–4
 - significance testing 541–4
- Rapaille, Clotilde 437
- Rapoport, Amos 436
- ratio scales, measured data 526–7, 545–8
- rational/emotional language, semiotics 460–1
- rationality
 - concepts 25–6, 32–3, 460–1, 482–98
 - emotions 482–5
- raw data 23
- reach, audiences 225
- reactive publics 293
- reality TV 291, 464
- Really Simple Syndication (RSS) 397
- reasoning 25–6, 32–3, 460–1, 482–98
- recall objectives, advertising 187–9, 481, 494–5, 497
- reciprocity considerations, human resources 321
- recognition concepts 494–5, 497
- reconciliations, semiotics 461–5
- refined market propositions, brands 169–97, 451–2
- regional differences, data-collection 76–81
- regional test markets, marketing mix 206, 208
- register considerations, market research 14
- regression analysis 89, 329–30, 354, 425, 551, 565–9
 - see also* multivariate analysis
 - concepts 329–30, 425, 551, 565–9
 - critique 568–9
- regulations
 - see also* legislation
 - market-sizing considerations 142–3
 - radical innovations 155
 - self-regulation 56–7, 95–6, 588–91
 - technological developments 399
- regulators
 - media research 220–1
 - mystery shoppers 336, 344–5
- Reichheld, F.F. 136, 358–9

620 Index

- relationship marketing 56–7, 66, 289–90, 349, 390–1
- relative changes, marketing intelligence 7
- reliability
 concepts 16, 28–9, 50–3, 294–5, 374, 442–3, 588–91
 ethnography 442–3
 types 50
- religions, cultural issues 76–7, 300–2, 304–9, 575
- Remington 141
- repeat prescriptions 273–4
- repeat purchases 174
- reportals 396–7
- reporting options
 critique 398
 pull/push technologies 396–7
 technological developments 396–8
- reporting requirements
 employee research 330–1
 RFP deliverables section 508–9, 513
- repositioning considerations, brands 184–6, 279–82, 452–3
- representativeness concepts 165–6, 170, 175–6, 403–4
- Reputation Institute 370
- request for proposal (RFP)
see also research brief
 background section 502–3, 510–11
 budget section 509–10, 513
 communication forms 501, 522–3
 concepts 262, 501–23
 confidentiality issues 502–3
 continuous briefing 502, 522–3
 definition 501
 deliverables section 507–9, 513
 example 510–13
 methodology section 502, 504–7, 512–13
 research objectives section 502, 503–4, 511–12, 515, 519, 522
 sections' overview 502
 timing section 509–10, 513
- Research 2.0 387–9
- research brief
see also request for proposal; research proposal
 communication forms 501, 522–3
 components 501
 concepts 14, 124–7, 259–60, 501–23
 continuous briefing 502, 522–3
 cultural issues 501, 506–7
 definition 501
 ESOMAR guidelines 501
- research design
 concepts 14–15, 37–8, 52–3, 59–60, 61, 81–2, 91–2, 121, 124–7, 504–23
 fit-for-purpose considerations 15, 23, 28–9, 52–3, 58, 91, 113
 micro research process 121, 124–7
- Research International 210
- research objectives section, RFP 502, 503–4, 511–12, 515, 519, 522
- research plans (programmes), concepts 100, 118–20, 186–96
- research proposal
see also research brief
 budgets 518, 521–2
 communication forms 501, 522–3
 concepts 14–15, 501, 514–23
 continuous briefing 502, 522–3
 definition 501
 deliverables section 517, 520
 examples 515, 516, 518–22
 general principles 514
 introduction and overview section 514–16, 518–19
 proposed methodology and analysis section 516–17
 sections' overview 514–15
 supplier and team credentials 517–18, 520–2
 team members 517–18
 time factors 518, 521–2
 understanding of study background and objectives section 514, 516, 519, 522
- research protocols 118–20
- research suppliers, market research process 121–7
- researcher participation 75
see also observation . . .
- residual/dominant/emergent code changes, semiotics 459–60, 465
- respondent-protection measures 95–6
- response rates 95–6, 97–8, 227, 230, 257–8, 327–9, 406–7, 409–10, 418, 589–90
 B2B research 257–8
 data-collection 95–6, 97–8, 227, 230, 257–8, 327–9, 406–7, 409–10, 418, 589–90
 online research 406–7, 409–10, 418
- responsibilities
 decision-making 32–3, 100–4, 294, 367–79
 mystery shoppers 337
- retail audits 42–3, 71–2, 75–6, 79, 174–5, 212–15, 396–7
see also observation techniques; quantitative research
 concepts 42–3, 71–2, 75–6, 79, 174–5, 212–15
 critique 71
- retailers, launch-monitor concepts 204–15
- retention efforts
 customers 350, 432–3
 human resources 319–20, 329
- retrospective aspects, consumer-centred activities 103–4
- return on investment (ROI) 99, 115, 117, 122, 125, 267, 348, 350, 353–8, 370–1
- RFID (radio frequency identification) 41, 237–8, 381, 399
- RFP *see* request for proposal
- RI 143
- risk analysis 9–10, 47
- risk aversion 30–1, 136, 367
- risky returns 268–9
- robustness needs, data-collection 61–2, 374
- ROI (return on investment) 99, 115, 117, 122, 125, 267, 348, 350, 353–8, 370–1
- role-plays
 mystery shoppers 337–9
 projective technique 74
- Roosevelt, Franklin D. 315
- Roper, Elmo 315, 317
- Rose, Steven 490
- Rowntree, Seebohm 40
- Royal Philips 469
- RSS (Really Simple Syndication) 397

- rule induction, data mining 423–5, 430
 rules, cultural issues 455–6, 465
 runners, success classifications 212–13
 Rushkoff, Douglas 491
 Russian Federation 91, 96, 229, 231, 312, 519
- Saab 437
 Sainsbury 184
 sales' assessments, competitive environment 173–82
 sales response level, media performance measurement 227
 saliency 173, 360, 393–4
 Samoa 436
 sampling considerations
 see also surveys
 B2B 252–5, 260–2
 bias problems 29, 82–8, 236, 408
 cluster sampling 83–4, 89, 558–61
 concepts 15, 18–19, 29, 38, 40–1, 52–3, 56–7, 61, 66–72, 81–4, 252, 304–5, 314–15, 504–7, 512–13, 530–68
 costs 81–4
 employee research 324
 ethnic communities 304–5
 multistage sampling 83–4
 mystery shoppers 340–1, 342
 probability sampling 18–19, 40–1, 72, 82–4, 236, 314–15, 532–8
 qualitative research 81–2
 quantitative research 81–4, 504–7, 512–13
 quota sampling 18–19, 40–1, 72, 82–4, 314–15, 506
 research design 15, 52–3, 61, 81–2, 504–6
 size factors 82, 506–7, 512, 519–20, 536–7, 549
 standard error of the mean 530–2, 535–40, 545–9
 stratified sampling 82–4
 survey approaches 18–19, 29, 40–1, 81–4, 314–15, 504–7
 systematic sampling 82–4
 sampling distribution of the test statistic, concepts 533–7
 sampling frames 18–19, 70, 82, 126–7, 505–6, 512, 516, 519–20
 San Sao 189
 Sanoma Magazines 226
 Sarbanes Oxley Act 98
 satellite TV 43
 saturation points, qualitative research 17–18
 Saudi Arabia (KSA) 81
 Saussure, Ferdinand de 456–7, 462
 SBUs (strategic business units) 108, 116, 118–20
 scaling effects, correlation analysis 553
 scenario planning 30–1, 47
 Schellekens, Maarten 131–48
 schizophrenia 272–3
 Schroiff, Hans-Willi 99–127
 scientific approaches, market research 16, 35, 42
 SCIP 342
 scope of activities, historical background 48–9
 scope considerations, research design 15, 52–3
 screening filters, consumer insights process model 109, 368–9
 search engines 12, 28, 64–5
 Second Life 280, 392
 secondary data-collection methods 17, 23, 29, 40, 44–5, 49, 57, 63–5, 251, 281, 571
 see also desk research; Internet
 concepts 64–5, 251, 281, 571
 data mining 40, 44–5, 49, 65, 156–7, 281, 348, 385–6, 421–34, 575
 previous reports 17, 23, 29, 40, 45, 57, 63–5
 see-act-launch innovation phases, concepts 149–67
 see-explore concepts, see-act-launch innovation phases 149–67
 segmentation 11, 15, 23, 48–9, 66, 160–7, 288–9, 293, 329, 411–14, 505, 571–83
 adjacency extensions 161
 customers 11, 15, 23, 48–9, 66, 160–7, 288, 293, 411–14, 505, 571–83
 employee research 329–30
 online research 411–14
 youth research 288–9
 Selden, Raman 464
 self-completion methods 69, 257, 260–1, 325–6, 401–2
 self-employed people, tax advantages 251
 self-image 490
 self-regulation 56–7, 95–6, 588–91
 semantic rating scales, concepts 527
 semantic web, concepts 397–8
 semiotic square, concepts 463–4
 semiotics
 see also qualitative research
 airline miscommunication 448, 449
 automotive designs 450–1
 bottled water 457
 brand DNA 451–2
 Carnival concepts 464
 communications 451–67
 concepts 64, 76, 80, 439, 447–67, 576
 contradictions 461–5
 creative development 452–3, 455
 critique 447, 454–5, 463–5
 cross-cultural research 453–4
 definition 447–8
 discourse phenomenon 458–9, 465
 emotional language 460–1
 fairly tales 462
 folk tales 464
 futurology 449–50
 guidelines 454–5
 historical background 447–8
 Internet 460
 iPod 462
 languages 456–65
 macro/micro levels 465
 market mapping 453
 metaphor concepts 460–1
 methods 455–65
 metonymy concepts 460–1
 myths 461–5
 new products 451–5, 460
 New World wines 449
 Peperami 455
 Persil 456–7
 rational/emotional language 460–1
 reconciliations 461–5

622 Index

- semiotics (*Continued*)
 research areas 451–2
 residual/dominant/emergent code changes 459–60, 465
 semiotics 64, 76, 80, 439, 447–67, 576
 summary of key concepts 465
 Teacher Training Agency 452–3
 theoretical background 455–6
 UK school 464
 unconscious encoding 448–9, 465
 uses 447–55
 whisky advertising 457–8, 462–3
 words 456
- sense-and-respond types, innovations 104–11, 193–4
- sensitivity factors, concepts 29, 50–3
- sensory testing 44
- sentence-completion projective technique 74
- sentiment analysis charts 361–2
- sequence detection, data mining 427–8
- service profit chain, human resources 319–20
- set-top boxes, media research 237
- Sharma, Anjul 209–309
- sharp products 105
- shavers 141
- Shearer, Colin 421–34
- shopper insights, consumer insights 161–3
- short-termism dangers 31, 239, 288
- shower/bath categories 178–9
- Shulman, David 464
- SIG (Special Interest Group) 429–30
- sign tests, concepts 543–4
- sign-systems, semiotics 448–67
- significance level, concepts 535–48
- significance testing
see also testing
 computer uses 550
 concepts 23, 90, 532–68
 definition 532
 general points 549–50
 interpretation of results 549–50
 market research 537–41
 measured data 545–8
 principles 532–7
 ranked data 541–4
 small samples 549
 useful tests 537–41
- simple descriptive statistics
see also statistics
 concepts 527–32
- simulated test markets 114, 143, 158–60, 206, 210–11, 215, 291
- Singapore 79, 228, 231, 248
- single source research, concepts 235–6
- site-performance element, website satisfaction 356–8
- SiteCRM 356
- situation-complication-resolution framework, company strategies 132–6
- size factors, samples 82, 506–7, 512, 519–20, 536–7, 549
- skills
 market researchers 12–13, 25–6, 34, 37–8, 47, 84, 137–8, 367–79, 439–40, 590
 marketing intelligence 12–13, 25–6, 34, 37–8, 47, 84, 137–8, 367–79, 439–40, 590
 mystery shoppers 337–9
- Skoda 191
- Slashdot 444
- small and medium sized companies (SMEs) 131–2
- small samples, significance testing 549
- smartcards 381
- SMEs (small and medium sized companies) 131–2
- Smith, David 3–36, 367
- SMS 393, 464
- social research
see also public sector
 approaches 243–5
 benefits 245
 case studies 246–8
 concepts 239–49, 300–9, 311–17, 336, 473–4
 costs 243–5, 246
 critique 245–8
 customers 240–1
 definition 239
 demographics 246–8
 ethnic communities 300–9
 examples 246–8
 future prospects 245–6
 issues 243
 limitations 245
 long term strategy 239
 market research 239, 243, 245–6
 opinion polls 311–17, 587–8
 organisational structures 240–2
 peer reviews 247–8
 policy process 240
 politics 246, 300, 311–17
 qualitative/quantitative research 245
 questions 243
 relative importance in market research 243
 scope 239–40
 stakeholders 240–2
 tenders 243–5
 time factors 245–6
 ways of ordering/contracting 243–5
- social sciences 38, 59–60, 89, 154–5, 184–5, 239–49, 435–45, 571–83
see also anthropology; economics; psychology; statistics
- social welfare systems, social research 241–2
- soft evidence 23–6, 31, 35
see also qualitative research
- Sony 134, 289, 293
- Sony Walkman 134
- sophistication, customers 97–8
- soundbites 27
- South Africa 79, 91, 243
see also Africa
- South America 53–6, 229, 232, 295–6, 336, 589
see also individual countries
 industry statistics 53–6
- Spain 91, 219, 221, 229, 232, 519
- spam 57, 70, 97
- Special Interest Group (SIG) 429–30
- spin 27

- Spock, Dr Benjamin 286
 SPSS 550
 squared Euclidean distance, concepts 559
 SRI Consulting Business Intelligence 576
 stability issues *see* test-retest reliability
 staff *see* human resources
 stakeholder measurement
 see also customer satisfaction; employee research;
 mystery shoppers
 definition 347
 relative importance 347–8
 statistics 347–9
 stakeholder value 102–3
 stakeholders 3–5, 10, 33–4, 102–3, 132–4, 219–23, 300,
 311–12, 473–80, 572–3
 see also human resources; suppliers
 B2B 252–3
 company strategies 132–4
 continuous dialogues 473–80
 demands 33–4
 demographics 572–3
 ethnic communities 300
 health care 274–5
 media research 219–23
 mystery shoppers 336–7, 345–6
 opinion polls 311–12
 social research 240–2
 types 3, 4–5
 youth research 284–6
 standard analytics, market observations 116–18
 standard deviation, concepts 530–2, 533–7, 547–8
 standard error of the mean, concepts 530–2, 535–40,
 545–9
 standards
 see also quality . . .
 classifications 571–83
 concepts 53, 90–5, 236, 325, 399, 571–83,
 585–91
 ethics 57, 90–6, 236, 294, 439–40, 508–9, 585–91
 fieldwork management 94–5, 508–9
 historical background 90–1
 ISO 20252 53, 91–5, 588
 latest challenges 589–90
 mystery shoppers 333, 335, 342–4
 process quality 91–5
 training 94–5, 590
 Starbuck's 453, 458
 Starch, Daniel 187
 starting at the end, problem definition skills 13–14
 statistics 23–4, 38, 53–6, 59–60, 199, 219–23, 347–8,
 525–68
 concepts 23–4, 38, 347–8, 525–68
 data types 525–7
 definition 525
 frequency distributions 527–31
 industry statistics 54–6, 199, 222–3, 256
 mean 23, 528–32, 533–40, 545–8
 media research 219–23
 normal distributions 531–2, 533–7, 548–8
 significance testing 23, 90, 532–68
 simple descriptive statistics 527–32
 standard deviation 530–2, 533–7, 547–8
 status-quo traps, existing brands 169–70, 183–6
 Stella Artois 180–1, 185, 191
 stereotypes, youth research 294–5
 store cards 207–8
 store tests, marketing mix 206–8
 story-completion projective technique 74
 story-telling techniques 132–4, 475
 strategic business units (SBUs) 108, 116, 118–20
 strategic cube analysis 354
 strategic excellence
 see also mission; vision
 concepts 8–9, 11
 strategic propositions, concepts 143–5
 strategic/marketing planning, marketing intelligence
 8–11
 strategies
 see also company strategies
 concepts 131–48, 186–96, 200–5, 374–8, 451–2, 455
 intelligence sets 374–8
 market introduction 200–5
 markets 131–48, 200–5
 time factors 132, 200–2
 strategy process
 concepts 131–4
 situation-complication-resolution framework 132–6
 stratified sampling
 see also quota sampling
 concepts 82–4
 study design *see* research design
 success factors 10–11, 29, 163–4, 199–215, 399
 critical success factors 10–11
 innovations 199–215
 insights 163–4
 technological developments 399
 sums of squares techniques 561–9
 supervised learning algorithms, data mining 422–6
 supplier and team credentials, research proposal
 517–18, 520–2
 suppliers 4, 14–15, 155, 501–23, 573
 see also research proposal
 radical innovations 155
 research brief 501–23
 RFP 501–2
 supranational authorities 240–1, 573
 see also European Union
 demographics stakeholders 573
 Sure 460
 surface satisfaction, customer satisfaction 359–62
 survey champions, employee research 322–3, 328
 surveys
 see also evidence; interviews; sampling . . .
 advanced analytics 386
 BYOs 385–6
 car clinics 279
 compensation levels 29
 concepts 15, 18–19, 22–3, 27–33, 39–44, 45–6, 50–1,
 59–60, 162–6, 175–6, 227–38, 505–6, 550–69
 emotions 22, 32
 employee research 322–31
 fused surveys 45–6
 future prospects 57–8, 63–4, 80, 237–8, 417–18
 knowledge filters 22–3, 29, 374, 375

624 Index

- surveys (*Continued*)
 meaning 22
 media research 221–2, 227–38
 methods 15, 18–19, 29, 50–1, 175–6, 227–38,
 314–15, 322–9, 504–6
 multivariate analysis 550–69
 objectivity needs 27–33, 52–3, 103
 questions' checklist 27–33, 52–3
 research design 15, 52–3, 504–6
 track-record of success 29
 weightings 45–6, 51
 'Sustainable City' project, social research 246–7
 Swander Pace 148
 Sweden 54, 195, 229, 232
 industry statistics 54, 229, 232
 switching barriers 142–3
 Switzerland 54, 229, 232, 242, 245
 symbolic signs, concepts 464
 syndicated research, concepts 39–40, 43, 71, 79, 147,
 220, 222–38, 335
 synergies
 electronic wake 383
 mergers and acquisitions 146–7
 Synovate 56, 143
 synthesis concepts, information 45–6
 system requirements, ISO 20252 92, 588
 systematic sampling, concepts 82–4
- T-scopes (tachistoscopes) 75–6, 190–1
 tables
 chi-square 542–3
 normal distributions 533–4, 538
 tachistoscopes (T-scopes) 75–6, 190–1
 tacit knowledge 47, 108
see also knowledge
 concepts 47, 108
 experts 108, 147, 371
 tactical plans, concepts 11
 Taiwan, data-collection 79
 Target 238
 Target Group Index (TGI) 45–6, 221–2, 229, 235–6
 Target Group Ratings 45–6
 target groups 45–6, 125–7, 137–8, 141–3, 160–7,
 170–3, 181, 220, 223–9, 235–6, 505–6
 company strategies 137–8, 141–2
 definition 141–2, 505–6
 market-sizing considerations 141–3
 media research 220, 223–9, 235–6
see-act-launch innovation phases 160–7
 target markets
 business plans 9–10
 refined market propositions 171–3
 tax advantages, self-employed people 251
 Teacher Training Agency 452–3
 teachers, youth research 284–5
 technical irregularities 29
 technological developments 17, 23–4, 33–5, 41, 43, 49,
 63–4, 96–7, 132–4, 154–5, 159–60, 222, 230–8,
 267–81, 317, 381–400, 550, 568–9, 573, 589–90
see also computer uses; Internet
 adoption/diffusion barriers 143, 159–60
 advanced analytics 116–18, 384–6
 automotive industry 267, 275–9
 brain science technique 76, 159, 389–90, 399, 481–98
 costs 399
 critique 50–1, 55–6, 63, 64–5, 70–1, 96–7, 181, 234,
 246, 273, 346, 350, 360–2, 381–400, 589–90
 CRM 390–1
 electronic wake 381–3, 385–6, 393
 health care 267–75
 legislation 399
 marketing intelligence 33–5, 41, 43, 49, 63–4, 96–7,
 134, 154–5, 237–8, 381–400, 550, 568–9, 573,
 589–90
 mobile 24/7 society 392–3
 neuromarketing 76, 159, 389–90, 399, 481–98
 new media 391–2
 online research 15, 20, 23–4, 34, 41, 50–1, 55–6, 62,
 63, 66–7, 70–1, 77–81, 96–8, 227–30, 257–62,
 317, 326–7, 383–4, 401–19, 475–6
 opinion polls 317
 outsourcing 49, 97, 108, 263, 264–5, 398–9
 panels 43, 46, 49–50, 234, 383–4, 398, 405–18, 573,
 589–90
 peplemeters 222, 230–7
 presentations 394–8
 reporting options 396–8
 significance testing 550
 success factors 399
 telecom industry 267, 280–83
 time lags 381
 video 34, 49, 96, 204, 291–2, 330, 341, 383, 391,
 393–4, 399, 435–6, 508–9
 Web 2.0 platform 22, 34, 350, 358, 360–2, 387–9,
 416–17
- telecom industry
 complexity issues 280–1
 concepts 267, 278–81
 historical background 278–80
 market research 267, 280–1
 statistics 280
 technological developments 267, 278–81
 TIME 280–1
 Telecommunications Information Media Entertainment
 (TIME) 280–1
 Telecontrol 237
 telephone answering, waiting times 41, 68
 telephone interviews 15, 20–1, 49, 55–6, 62–3, 66–7,
 68, 71, 78–81, 85–6, 94, 175–6, 227–30, 257–62,
 317, 322–3, 325–6, 338, 506
see also quantitative research
 concepts 62–3, 68, 78–81, 94, 227, 257–62, 317,
 322–3, 325–6, 338
 critique 68, 257
 cultural issues 78–81
 historical background 62–3
 time factors 257, 260–2
 telephone selling, controls 57
 'temperature checks', employee research 331
 tenders, social research 243–5
 terrorists 382–3
 Tesco 163–4, 238, 453
 test market simulations (TMS) 114, 143, 158–60, 206,
 210–11, 215, 291
 test-retest reliability, concepts 50
 testing

- communications 205–11, 212–15
concept testing 44, 66, 101–2, 105, 109, 111, 159–60, 162–6, 205–11, 403, 416, 505, 519–20
marketing mix 205–15
new products 45–6, 170–1, 205–15
packaging 170–1, 190–1
pre-testing/piloting questionnaires 87, 101–2, 111–15, 187–9, 190–1, 269–75, 322–3, 325, 348, 495–6
pricing 111–15, 192–3, 205–11, 212–15
product testing 44, 66, 76, 111–15, 162–6, 170–1, 193–4, 205–15, 403–4
significance testing 23, 90, 532–68
to destruction 27, 30
types 44–6, 111–15, 206–15
testing stage, consumer insights process model 105–6, 109
testing/forecasting research objective, *see* act-launch innovation phases 149–52, 158–67
text mining, concepts 428, 431
TGI (Target Group Index) 45–6, 221–2, 229, 235–6
Thailand, industry statistics 54
thalamus 484, 493
thematic-tests projective technique 74
think–feel–do cognitive model, concepts 484–5
third-person projective technique 74
Thompson, J Walter 40
threats, technological developments 382–400
TI (Transparency International) 248
time factors
B2B research 257–8, 260–3
company strategies 132, 200–2
employee research 331
in-depth interviews 257, 260–2
innovation horizons 471–2
innovation successes 200–2, 471–2
interviews 257–8, 260–2
mystery shoppers 335, 344–5
online research 403–4, 409–10
research design 15, 52–3, 63, 97, 509–10, 513
research proposal 518, 521–2
RFP section 509–10, 513
social research 245–6
technology lags 381
telephone interviews 257, 260–2
web surveys 257, 260–1
youth research 289
TIME (Telecommunications Information Media Entertainment) 280–1
tipping points 159
TIVO 391
TMS (test market simulations) 114, 143, 158–60, 206, 210–11, 215, 291
TNS 56, 143, 237
tools, macro research process 104–27
top-down approaches 12, 388
top-level pictures, marketing intelligence 6, 16–17, 28
top-line (preliminary) reports, definition 509
total customer experiences 375
total quality management (TQM) 349, 350
Touchpoints 46, 238
Toyota 226, 280
TQM (total quality management) 349, 350
track-record of success, survey methods 29
tracking studies 66–7, 75–6, 79, 139–40, 174–81, 190–1, 211–15, 223, 237–8, 247, 381–400, 495–6
advertising tracking 113–15, 212–15, 223, 495–6
concepts 66–7, 75–6, 174–81, 190–1, 211–15, 223, 237–8, 247, 495–6
employee research 331
methods 175–6, 211–15, 381–400, 495–6
trade-off decisions, market research 15–16
training, standards 94–5, 590
transferring stage, consumer insights process model 105–6, 108
translation model, intangible/tangible research outcomes 476–7
transparency
decision-making 11, 33–5
ethics and standards 236, 294, 586–91
mystery shoppers 335, 344–5
Transparency International (TI) 248
transport systems, social research 241–2
Treacy, M. 136
tree-drawing techniques 89, 551, 561–2
see also multivariate analysis
triads 67
triangulation approaches, ethnography 44
Truman, Harry 317
trust 21, 586
Tufte, Edward 394
TURF analysis 195
Turner, Helen 333–46
TV 43, 45–7, 143, 199, 208–10, 219–38, 381, 391, 464
media research 219–38
reality TV 291, 464
tuning information 224
Tversky, A. 359–60
two-tailed tests, concepts 532–7
Twose, Dominic 169–97
type I errors, concepts 535–7
type II errors, concepts 536–7
types of analysis 15
UGM (user generated media) 391–2
UK 54–60, 80, 91, 94, 190–1, 219–20, 221, 224–6, 229–32, 238, 268, 299–301, 308, 317, 335, 336–7, 403–4, 411–13, 464, 588
ethnic communities 299–301, 308, 437
fox hunting 20, 312
health care 268
industry statistics 54, 56, 229–32
IPA Effectiveness awards 185, 191
IQCS 94
media research 219, 221, 224–6, 229–32, 238
mystery shoppers 335, 336–7, 343
OFCOM 220
online research 403–4, 411–15
opinion polls 312, 317, 403–4
semiotics 464
standards 91, 94, 588
‘watershed’ 220–2
world top 10 (2005) 56
UKopinion 412–13
UMTS environment 280–1
Un, Stefanie 469–80

626 Index

- unconscious
 - brain science technique 481–98
 - cognitive science 485–6
 - decision-making 485–7, 496–7
 - focus groups 496–7
 - languages 464, 465
- unconscious encoding, semiotics 448–9, 465
- understanding of study background and objectives
 - section, research proposal 514, 516, 519, 522
- UNESCO 577
- Unilever 40, 49, 109–11, 577
- unique selling point (USP) 159
- United Arab Emirates (UAE) 81
- United Nations (UN) 240–2
- universities/semi-governmental institutes, demographics
 - stakeholders 573
- unsolicited feedback, customer satisfaction 360–2
- unstructured interviews, qualitative research 40–1
- unsupervised learning algorithms, data mining 422, 426–8
- upsourcing 398
- USA 53–6, 58, 63, 91, 142, 145–6, 220–2, 226, 229, 232, 242, 244, 267–75, 296, 299–301, 308, 312–17, 325, 335–6, 347–9, 351, 361–2, 401–3, 406–7
 - cultural issues 81, 156–7
 - customer satisfaction 347–9, 351, 361–2
 - data-collection 81, 229, 232
 - direct selling 273–4
 - elderly healthcare market 145–6
 - ethnic communities 299–301, 308, 437
 - Federal Trade Commission 220
 - healthcare market 145–6, 267–75
 - industry statistics 53–6, 229, 232, 347–8
 - media research 220–2, 224, 229, 232
 - mystery shoppers 335–7
 - online research 401–3, 406–7, 415
 - opinion polls 312–17
 - Sarbanes Oxley Act 98
 - social research 242, 244
 - standards 91, 325, 589
 - world top 10 (2005) 56
 - youth research 283, 296
- usability principles, ethnography 438
- usability studies 20–1, 438
- USB storage sticks 199
- user generated media (UGM) 391–2
- user-centred designs 475
- USP (unique selling point) 159
- utilities sector, statistics 55
- Utterback, J.M. 151

- Valentine, Virginia 26, 447–67
- validity
 - concepts 16, 17, 50–3, 94–5, 97–8, 111–15, 374, 403–4, 441–3
 - ethnography 442–3
 - types 50–1
- VALS (Value and Lifestyles) 576
- valuations
 - intelligence sets 374–8
 - mergers and acquisitions 146–7
- value added chain 48, 100–27, 369–70, 386
- value drivers, mergers and acquisitions 146–7
- Value and Lifestyles (VALS) 576
- values 6–7, 18, 19–20, 239–49, 447–67
 - see also* attitudes
- van Hamersveld, Mario 571–83
- variance, concepts 530–2, 545–8, 554–5
- vehicle distribution level, media performance
 - measurement 224
- vehicle exposure level, media performance
 - measurement 224–5
- Velvet 190
- Venezuela, industry statistics 64
- venture capitalists 155
- Verizon 196
- Vernel 114–15
- VHS 204
- video 34, 49, 96, 204, 291–2, 330, 341, 383, 391, 393–6, 399, 435–6, 442, 508–9
 - concepts 393–6, 399, 435–6, 442
 - critique 393–6, 399
 - ethnography 435–6, 442
 - opportunities/threats 394, 399
 - presentations 395–6
 - roles 393–4, 399
- video mobile phones 34
- viral marketing 392
- virtuous circles, intelligence sets 378
- vision, concepts 8–9, 31, 131–48, 153, 163, 319–20, 322, 324
- visual mapping 23
- visualisation exercises 30–1
- VNU (Nielsen) 56
- VoIP (Voice-over-IP) 132–3, 280
- Volkswagen 185
- volume forecasts *see* test market simulations
- volumetrics 179–80
- Voluntary Service Overseas (VSO) 301
- Volvic 457
- VSO (Voluntary Service Overseas) 301

- waiting times, telephone answering 41, 68
- Wal-Mart 238
- WAP technology 159
- WAPOR (World Association of Public Opinion Research) 587–8
- Warhol, Andy 451
- warranties 10
- ‘watershed’, UK 220–2
- wavelets 386
- Web 1.0 platform 387–9
- Web 2.0 platform 22, 34, 350, 358, 360–2, 387–9, 416–17
 - concepts 387–9, 416–17
 - critique 387–9, 416–17
 - opportunities/threats 389
 - Research 2.0 387–9
- web mining, concepts 431–2
- web surveys 15, 20, 23–4, 34, 41, 50–1, 55–6, 62, 63, 66–7, 70–1, 77–81, 96–8, 227–30, 257–62, 317, 326–7, 383–4, 401–19
 - see also* Internet; online research
 - concepts 50–1, 55–6, 70–1, 77–81, 96–8, 227–30, 257–62, 317, 326–7, 383–4, 401–19

- critique 50–1, 55–6, 63, 70–1, 96, 257–8, 317, 326–7, 383–4, 401–19
- cultural issues 77–81, 96, 303–4
- historical background 401–2
- methods 404–7
- opinion polls 317
- statistics 55–6, 77–8, 227, 401–3
- time factors 257, 260–1
- web-ex 395
- Weber, Max 239
- webinars 395
- website-satisfaction example, customer satisfaction 356–8
- Webvan 165
- weight of evidence, concepts 24, 373–5
- weight/power/direction of the evidence 373–5
- weightings, surveys 45–6, 51
- Westat 56
- ‘What Do We Say/How Do We Say It’ questions 103–4
- ‘What is happening/Why is it happening’ questions 115–18
- what-if scenarios 30–1
- where-to-play choices, company strategies 138–41
- whisky advertising, semiotics 457–8, 462–3
- WHO (World Health Organisation) 269
- wholesale and retail sector, statistics 55
- Whyte, William H. 436
- Wi-Fi connections 381, 393
- Wiersema, F. 136
- Wikipedia 388, 471
- Wikis 388, 395
- Wildner, Raimund 199–215
- Williams, Raymond 459
- Wilmark 333
- WM (working memory), concepts 486, 491–7
- WOM *see* word-of-mouth recommendations
- Word 201, 509
- word-association projective technique 73–4
- word-of-mouth recommendations 12, 57, 96, 181, 355–6, 358–9, 360–2, 387
- concepts 12, 57, 96, 181, 355–6, 358–9, 360–2, 387
- critique 387
- wording, questions 86–7
- WordPerfect 201
- words, semiotics 456
- Wordstar 201
- work environment, youth research 285
- workbenches, data mining 430–1
- working memory (WM), concepts 486, 491–7
- workshops
- creative workshops 105, 108–9
- employee research 322–3, 330–1, 341–2
- mystery shoppers 341
- World Association of Public Opinion Research (WAPOR) 587–8
- World Gold Council 454
- World Health Organisation (WHO) 269
- Yahoo 234, 382
- Yankelovich, Daniel 314
- You Tube 280
- YouGov 403–4
- youth research
- approaches 290–2
- benefits 293
- case studies 296–7
- communications 292
- concepts 283–97
- critique 287–9, 293–7
- dangers 294–5
- definition 283–4
- demographics 283–4
- ESOMAR 285, 289, 295–6
- ethics 289–90, 294, 296
- France 284
- future prospects 286, 295–7
- gatekeepers 286–7, 290–1
- globalisation 283, 288–9, 293, 295–6
- guidelines 294–5
- ‘hip’ problems 295
- India 283, 293, 295–6
- influence factors 283–4
- institutions 285–6
- issues 287–9
- limitations 293
- media 285
- parents 283, 284–5
- products 292
- psychology 286
- purchasing power 283–4
- qualitative research 290–2, 296–7
- quantitative research 292
- questions 287–9
- relative importance in market research 286–7
- segmentation 288–9
- stakeholders 284–6
- statistics 283, 286–7
- stereotypes 294–5
- teachers 284–5
- terminology 283–4
- time factors 289
- USA 283, 296
- ways of working 290–2
- work environment 285
- YouTube 391–2, 444
- Zaltman, Gerald 496

