



Principles of Pharmaceutical Market Research

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The University of Georgia

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For more information about the *Principles of Pharmaceutical Market Research*, contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-542-3537.



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MODULE ONE: Marketing and Its Interface with Market Research, sponsored by Quirk's

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Market **C&C** Research

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Lightspeed GMI is a global online market research solutions provider. Through proprietary global panels and research products and services, Lightspeed

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MODULE FIVE: Data Collection Methods, sponsored by Interviewing Service of America



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MODULE SIX: Measurement Approaches, sponsored by Socratic Technologies



Founded in 1994 and headquartered in San Francisco, **Socratic Technologies** is a full service consultancy specializing in interactive market research and advanced modeling techniques that use proprietary tools and methodologies to accelerate and improve research for the study of global markets.

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MODULE EIGHT: Advanced Data Analysis, sponsored by Sawtooth Software

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MODULE NINE: Communicating Research, sponsored by Confront

Confront is the world's leading provider of software for market research and enterprise feedback management.



Confront offers a wide range of software products for feedback/data collection, panel management, data processing, analysis, and reporting.

MODULE TEN: Global Market Research, sponsored by The Coca-Cola Company

The **Coca-Cola Company** is the world's largest beverage company and is the leading producer and marketer of soft drinks. Along with Coca-Cola, recognized as the world's best-known brand, The Coca-Cola Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta, and Sprite.



MODULE ELEVEN: Trends in Market Research, sponsored by SSI

SSI is the premier global provider of sampling, data collection, and data analytic solutions for consumer and business-to-business survey research, reaching respondents in 86 countries via Internet, telephone, mobile/wireless, and mixed-access offerings.





Principles of Mobile Market Research

FROM THE UNIVERSITY OF GEORGIA

Principles of Mobile Market Research, sponsored by:



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Research Now,[®] the global leader in permission-based digital data collection solutions, empowers companies to listen to and



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