Introduction to Market Research and the Research Process

QUICKS

QUICKS is the only monthly print magazine and website designed specifically for market research professionals. Articles are written by industry experts and provide straightforward advice through discussions of research methods and complementary in skill, founded the company and intellectual property.

Research Design and Data Identification

RTi Research is a market research company that turns data into meaningful insights that you can communicate your insights simply and act on them effectively.

Sampling in Market Research

Full Circle Research Co., the first and only US-based online consumer sample provider to offer ISO 26362 certification, marries advanced technology for flexibility, custom survey strategies, and a 120+ CATI phone center to up recruitment and validation in ways previously cost-prohibitive from an online provider.

Qualitative Market Research

Singularis Group is the world’s most comprehensive data collection and research services provider delivering a broad range of qualitative and quantitative solutions. They offer high-performing platforms, premier facilities and outstanding recruitment and project management for any study or size by an experienced team.

Qualitative Data Collection Methods

Researchscape International is a survey research consultancy and SaaS firm delivering high-quality research services. They offer a range of services, automated reporting tools, and add research-related services that can be tailored to meet the needs of marketers and agencies. Its surveys are frequently used to drive thought leadership, support content creation, and help grow organizations’ public profiles. Custom surveys support product launches, crisis communications, customer satisfaction, and more.

Measurement and Questionnaire Design

FocusVision is the first company to provide integrated, global technology solutions for both quantitative and qualitative research.

Working with Secondary Data: Syndicated and Big Data

YPulse is the leader in youth research and insights, and the leading provider on Gen Z and Millennials. YPulse is the world’s leading provider of software for market research and enterprise feedback management. YPulse offers a wide range of software products for computer and Internet interviewing, conjoint analysis, max-diff scaling, emerging-literate analysis, perceptual mapping, and hierarchical Bayes (HB) estimation, all backed by our unparalleled support team.

Communicating Research Results

Confirmit is the world’s leading provider of software for market research and enterprise feedback management. Confirmit offers a wide range of software products for feedback/data collection, panel management, data processing, analysis, and reporting.

Global Market Research

Ipsos is one of the Top 3 survey-based market research organizations in the world. Ipsos Healthcare practice, we are not only market research specialists but researchers with strong business- and industry-acumen. So whether you are creating, differentiating or scaling, cluster/ensemble analysis, perceptual mapping, and hierarchical Bayes (HB) estimation, all backed by our unparalleled support team.}

Emerging Methods and the Future of Market Research

Dyna is a leading global provider of complementary in skill, founded the company and intellectual property.

Ethical and Legal Issues in Market Research

Adelphi Research, part of the Adelphi Group, is a full service firm delivering research solutions throughout the product lifecycle, thus providing all major qualitative, quantitative and specialist MR methodologies.

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