Principles of Pharmaceutical Market Research

Principles of Pharmaceutical Market Research, sponsored by:

Adelphi Research, part of the Adelphi Group, is a full service market research company specializing in brand health monitoring and actionable data. The platform can be used to monitor and benchmark brands, identify trends, and grow market share. They offer a wide range of research services, including brand tracking, strategic planning, and specialized market methodologies.

KANTAR HEALTH
Kantar Health delivers innovative, insightful research to help life sciences companies understand the key drivers of success and failure in today’s markets. Their research solutions span a broad range of therapeutic areas, including oncology, respiratory, digestive, and women’s health.

HEALOGIX
Healogix is a full-service pharmaceutical and biotech research company that helps life sciences companies understand the key drivers of success and failure in today’s markets. They offer a wide range of research services, including brand tracking, strategic planning, and specialized market methodologies.

Principles of Mobile Market Research

Principles of Mobile Market Research, sponsored by:

FocusVision is the first company to provide a platform that seamlessly integrates qualitative and quantitative research. The company offers research facilities, including focus groups, online surveys, and in-depth interviews. They also provide access to a wide range of advanced data analysis tools, such as data visualization and machine learning.

Full Circle Research Co., the first and only ISO-certified online research company, provides a range of services, including qualitative research, online focus groups, and data analysis. They offer a variety of methodologies, including qualitative and quantitative research.

IntelliSurvey is the leading provider of cloud-based software for analyzing and visualizing survey results. Their platform is used by market research organizations worldwide to conduct surveys, analyze data, and make informed decisions.

The principles of research are the foundation for the successful execution of research projects. Whether you're interested in qualitative or quantitative research, the principles of research provide the framework for understanding the research process and ensuring the quality of your research.

1. **Research Design**
   - Define the research objectives and questions.
   - Develop a research plan that outlines the methodology and data collection methods.

2. **Data Collection**
   - Choose the appropriate data collection methods, such as surveys, interviews, or focus groups.
   - Ensure the data collection process is ethical and unbiased.

3. **Data Analysis**
   - Use appropriate statistical methods to analyze the data.
   - Interpret the results in the context of the research objectives.

4. **Reporting and Interpretation**
   - Prepare a report that summarizes the findings and provides actionable insights.
   - Communicate the results to stakeholders in a clear and concise manner.

5. **Ethics and Compliance**
   - Adhere to ethical guidelines and regulations for research.
   - Ensure data protection and confidentiality.

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