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Quirk's Marketing Research Review
September/October 2020
Volume XXXIV Number 5
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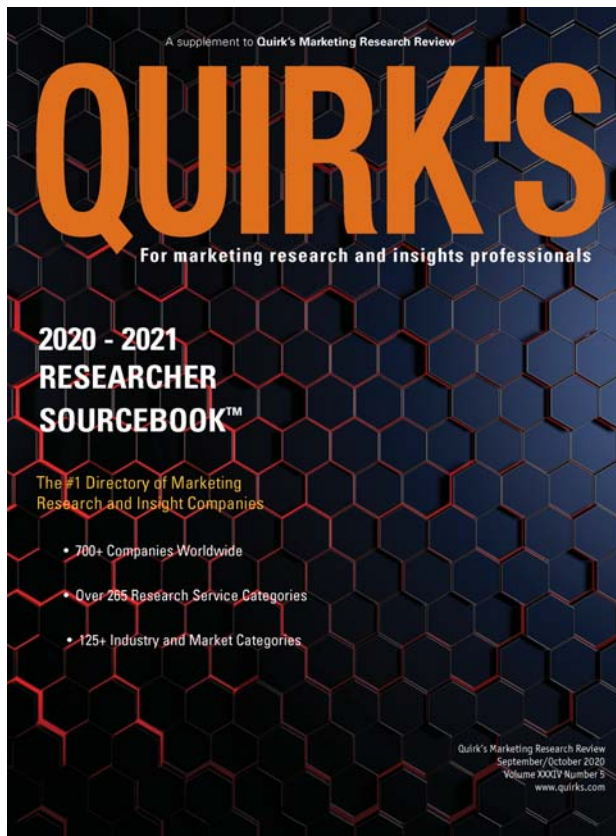


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September/October 2020



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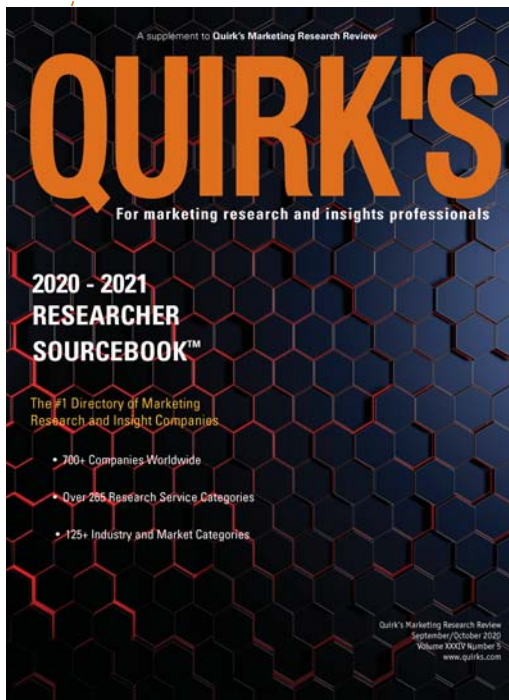


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This year, as a service to readers, we have changed the way we assemble the list of companies included in the SourceBook, switching from giving all firms a free basic listing to a paid listing-only approach. We heard from many users that the more information they had about a company and its services and capabilities, the easier it was to find the perfect supplier to fit their needs. Thus, in order to appear in the SourceBook, companies must now purchase, for example, a descriptive write-up or select some categories under which they would like to be listed in the SourceBook's cross-reference sections, etc.

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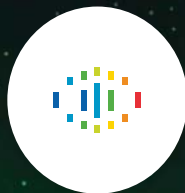
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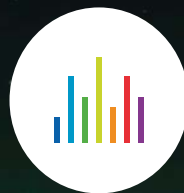
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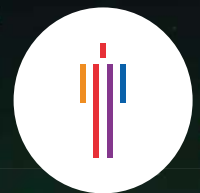
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(See advertisement on p. 12)

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Universiteit Gent

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School of Business
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Just The Facts, Inc.™

Knowledge Is Your Competitive Edge

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(See advertisement on p. 133)

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(See also Miami)



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Alan Hale is the founder of Consight Marketing Group, LLC. He has an MBA in marketing and 40 years experience with 250+ projects helping companies in business to business markets grow their business. He is also a contributing author to Quirk's Magazine. This extensive consulting background is combined with voice of the customer research to develop customer specific insights which are used to develop actionable strategies and tactics. This effort becomes an investment rather than just an expense. Some of the voice of the customer research we do is customer satisfaction and loyalty, developing go-to-market strategies, lost customer analysis, new market assessments, branding and positioning research, new product/service validation, M&A marketing due diligence, etc. Call Alan at 847-800-1685.



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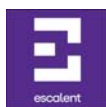
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Michael Sack Owner/Founder

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The American Population Panel (APP) is a group of volunteer members who agree to participate in social science and health related research studies. Established in 2017 by CHRR at The Ohio State University (CHRR), the panel has grown to over 35,000 members, all of whom are 18 or older and live in the U.S. Our mission is to help researchers target various population subgroups and match potential participants to your studies. Compared to traditional sampling methods, the APP offers researchers a cost-effective way to access respondents, while utilizing CHRR's 50+ years of survey expertise and services. Many academic research projects are done on a tight budget, and our main purpose is to help you get your projects up and running more inexpensively than if you had to recruit people yourself.



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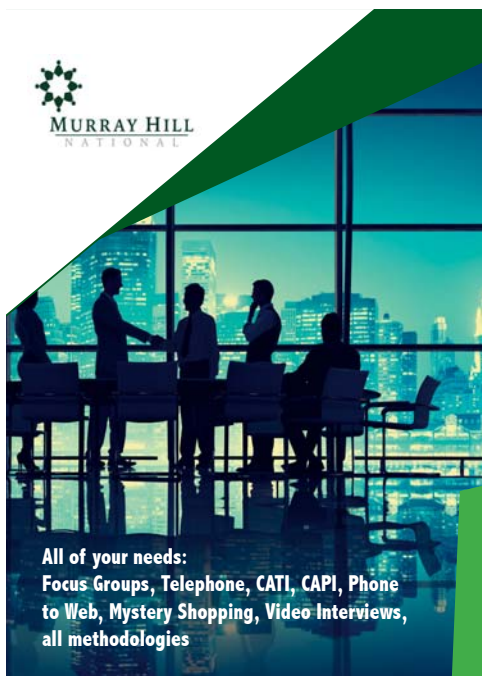
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The Research Services Cross-Index is designed to help you find companies that specialize in research services and techniques such as eye-tracking and mystery shopping. To find a company that specializes in researching a particular industry, such as senior citizens or sporting goods, turn to the Industry Cross-Index on page 152.

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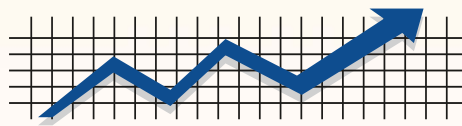
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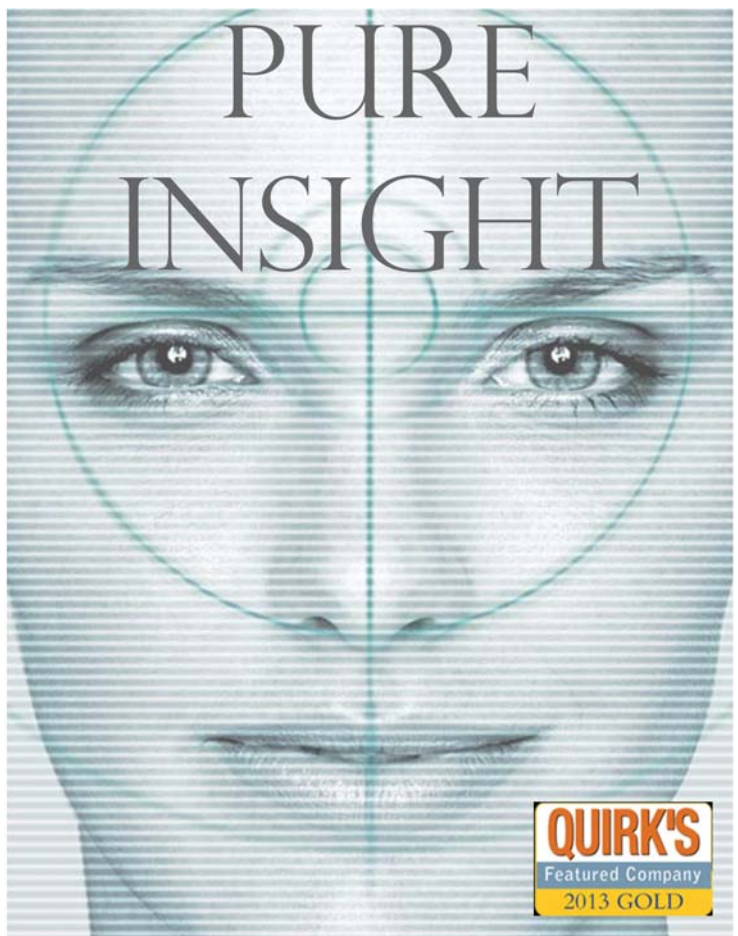
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 of seeing what
 everybody has seen &
 thinking what no one
 has thought.”**



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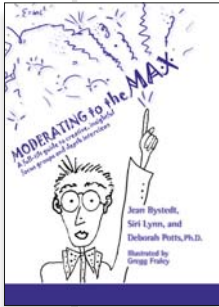
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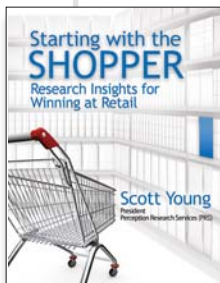


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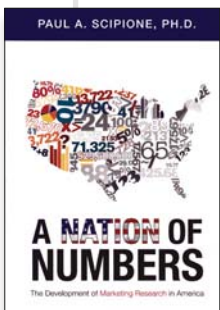


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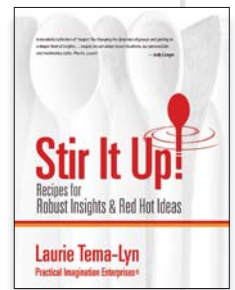
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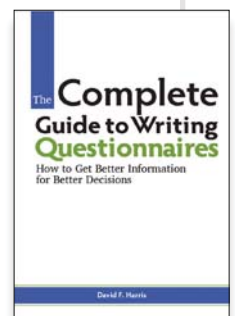


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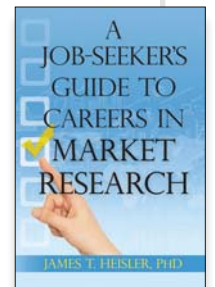


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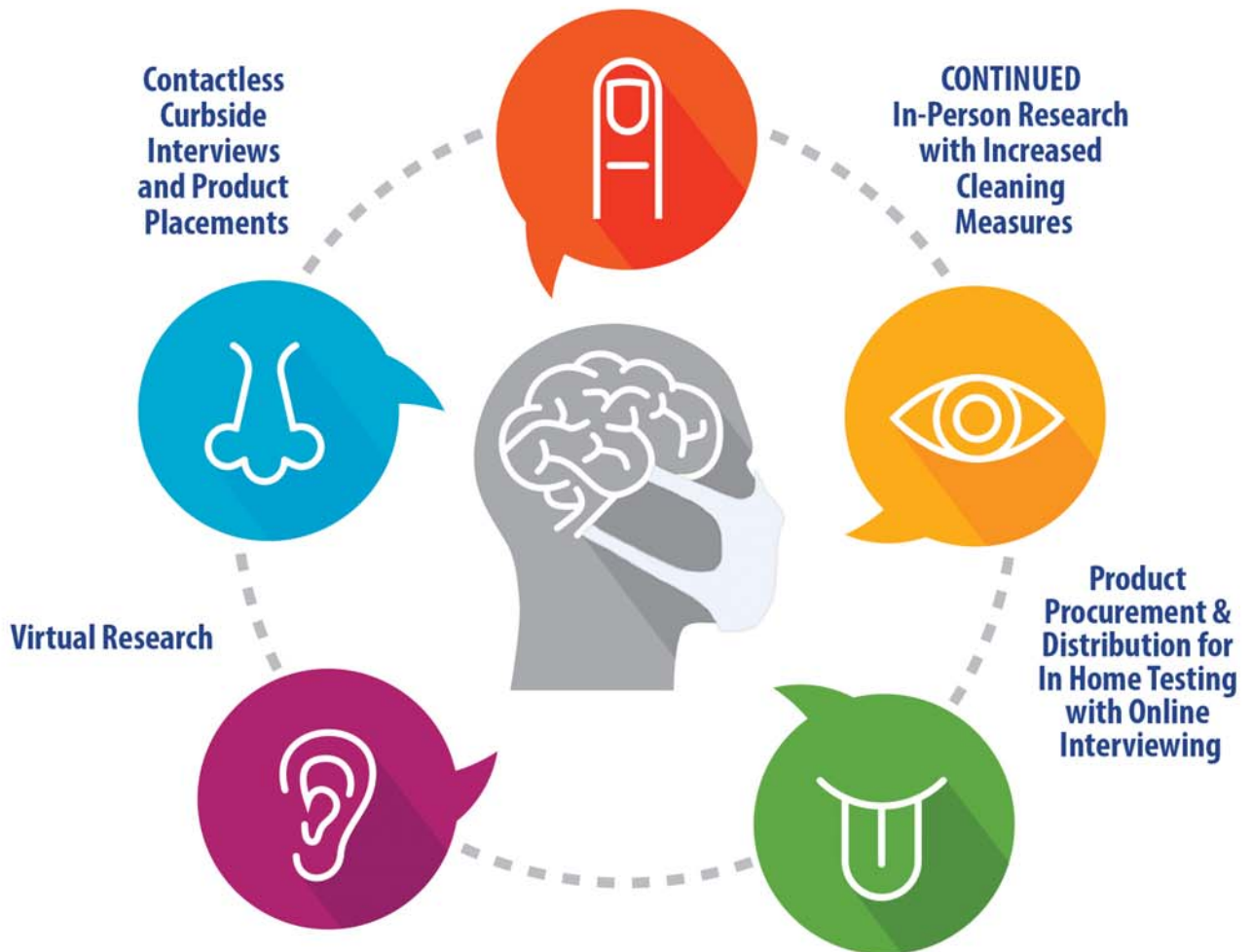


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