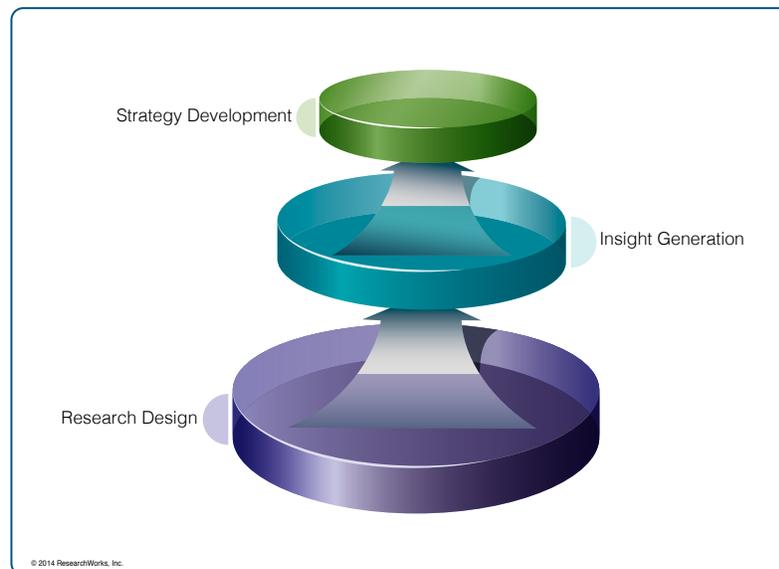


Make Better Product Decisions with the Integrative Research Paradigm

You know to rely on research to inform which ideas to pursue, how to get your new products right, and how to best market them. But what makes good research? We created the three-tier Integrative Research Paradigm™ to help you get the best ROI from your research investment.



Tier 1 — Designing the Research: Decades of behavioral science provides the foundation of our Integrative Research Paradigm™. This tier integrates behavioral decision theory, human-centered design, and persuasion psychology, among others, to ensure you ask the right questions of the right people in the right ways, and properly interpret and apply the results. Which leads to...

Tier 2 — Getting Good Insights: Generating powerful insights requires careful and critical listening, interpreting, and converging of diverse “voices” or perspectives. Building on a deep understanding of your business reality and industry trends, this tier integrates KOL insights, customer desire, market trends, your team’s wisdom, and more to generate rich, robust and actionable insights. This leads you to...

Tier 3 — Developing the Right Strategy: The top tier transforms the quality insights into solid research-based strategy. The Integrative Research Paradigm™ again applies behavioral science to assure effective interpretation and integration of the insights into higher-level strategic thinking and roadmap to solid well-justified decisions.

Whether you do your research in-house or work with firms like ours, use all three tiers of the Integrative Research Paradigm™ to emerge confidently knowing what to do and why.



Moshe Engelberg, Ph.D., M.P.H.

President
ResearchWorks, Inc.

Your Marketing Minute© is an electronic newsletter based on the consulting, teaching, and speaking of Dr. Moshe Engelberg. Please contact us with feedback, questions, or for further information at myconsultant@researchworks.com

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