



Market Research Matters: Tools and Techniques for Aligning Your Business

Robert Duboff

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A unique approach to forecasting market trends, customer needs, and the future of your business Strategic anticipation enables businesses to embrace shifts in the marketplace early on and align market research and forecasting into the structure of the business. This comprehensive book provides managers with tools they can use to align their company's market research and business planning efforts with their organization's overall business strategy and operations. Transforms traditional forecasting methods into practical, analytical tools. Robert Duboff (Boston, MA) is a Vice President at Mercer Management Consulting, specializing in helping clients achieve their marketing goals. Duboff has published articles in such business publications as the Journal of Business Strategy and Advertising Age, and is on the Board of Directors for the Advertising Research Foundation. James Spaeth (Boston, MA) is President of the Advertising Research Foundation, a nonprofit corporate-membership association in the field of advertising, marketing, and media research.

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