



The AIM Process: A Systematic, Stepwise Procedure for Improving the Actionability of Marketing Research

Paul Conner

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The AIM Process efficiently and effectively provides a functional solution for a fundamental challenge that exists in marketing research - making it actionable. As the book describes, the challenge is created by a purpose-process disconnect. The process typically used to design and conduct marketing research is disconnected from its primary purpose, supporting marketing decisions and actions (i.e., Applications). In a systematic, stepwise procedure, The AIM Process serves as an invaluable manual for marketing researchers and marketing research users to work together in designing and conducting marketing research that provides solid direction in making decisions from its results.

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