



### **Selected Experience in the Publishing Industry**

- Conducted numerous advertising recall tests in Europe for a major information technology provider to test the recall of ads in business newspapers and journals in the following countries: the UK, France, Germany, Italy, Spain, Brazil, Argentina, Mexico, Japan, Australia, and other nations.
- Conducted focus groups among investment advisors and wirehouse broker dealers on reactions on a magazine's current and proposed new offering.
- Conducted and wrote report for quantitative research for a publishing company. International study involved types of industrial product purchased and recommended.
- Conducted focus groups in Europe, Asia, and the US to determine attitudes toward readership.
- Tested a new product concept for a medical journal with physicians and nurses.
- Conducted a customer satisfaction study in Europe for users of a directory and CD Rom project.
- Conducted a study on the migration of usage from a directory to CD-Rom to the Internet in Europe.
- Conducted a study for the potential of an existing publishing product in Japan with focus groups of engineers and purchasing agents.
- Competitive Intelligence Study of key suppliers of trade directories of industrial products.
- Quantitative survey in Europe of current advertisers, prospective advertisers and past advertisers.
- Conducted in-depth interviews of readers of home journals.
- Recruited focus groups for readers of special interest magazines in New York.
- European Competitive Intelligence Study for a major Business company.
- Conducted study on a major internet provider's vision for the next generation of software.

- Conducted CATI Interviews with respondents who manage day to day operations in UK, France, and Germany.
- Conducted In-Depth Interviews and Online Survey to gain an understanding of how a publishing company's customers allocate their time and budgets with respect to advertising, promotion, and marketing.
- Business Intelligence Study to evaluate the global business capabilities of a major publisher of school books and provider of teaching material.
- Recruited decision makers for in-depth interviews regarding eLearning and ePublishing tools.
- Conducted complex B2B global sourcing and purchasing study for a major publisher, with hundreds of pages in reporting involving total results and subgroups.
- Conducted a research study with journalists in the USA

### **Sample of Current and Past Clients**

- ETS
- Google
- Forbes
- The New England Journal of Medicine
- Thomas Publishing
- Ziff Davis