

Contents

Chapter 1:	
What's Wrong with Traditional Market Research?	1
Chapter 2:	
The Strategic-Question Approach to Market Research	5
Chapter 3:	
Using Hypotheses to Guide the Research	13
Chapter 4:	
Choosing the Right Method and Designing the Study	17
Chapter 5:	
Obtaining the Depth Required for Insight	39
Chapter 6:	
Reading the Hidden Communications of Research Respondents	51
Chapter 7:	
Analyzing Qualitative Data	67
Chapter 8:	
Analyzing Quantitative Dataa	77
Chapter 9:	
Interpreting Results and Going beyond the Data	89
Chapter 10:	
Common Pitfalls in Market Research	93
Conclusion	99
About the Author	103
References	105