

THE OSBORNE OBSERVER

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How To Get Good Results From Market Research

Good results from market research depend on good preparation and good design. As a manager contemplating hiring or conducting market research there are design steps that will help you get the most for your money. Good design applies to any instrument you are going to administer. It doesn't matter if it is on paper, online, phone, interview format, or experimental. If you do not design a quality instrument, you will not have good data to analyze. (If you are hiring a market research firm, rather than conducting the research yourself, look for these same steps). It is important to spend the time up front.

To read the remainder of the article, [click here](#).

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THINK**

Case Study

Designer of equipment for oil and gas industry needed assistance in manufacturing a new product. [Read More](#)

Featured OIM Principals



An initiator and driver of change, [Stephen Kendall](#) ensures that operations planning is a visible, participatory process leading to measurable results in cost control and product quality.



[Iain Drummond](#) is a highly experienced IT executive with an extensive background as CEO of both public and private companies. He is well-versed in all aspects of management, including running international operations for a large multinational computer manufacturer.

To learn more about other members of the OIM team, [click here](#).

Featured OBA Advisors



[Maggie Verity](#) is an HR and business professional with experience in the private and public sector. She has a talent for creative thinking and problem solving and a demonstrated broad knowledge of engineering, sciences, IT, social sciences and business.



[Shannon Fletcher](#) is a marketing specialist with strategic planning, business development and training, sales, copywriting and design skills. Her clients benefit from her creativity and business acumen while appreciating her devotion to brand integrity, time management and budget discipline.

To learn more about other members of the OBA team, [click here](#).

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[Cyber Security - A Boardroom Challenge](#)

[Championing Team Engagement](#)

[Your CV for 2016/2017 - Getting It Right](#)

Reading Corner

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[22 Qualities That Make a Great Leader](#)

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