

# Editor's note

by Nikita James Nanos



Our “think outside the box” issue addresses the growing use and diversity of application of market research techniques. The information and digital age we live in has had a tremendous impact on our industry and has led to the proliferation of new applications for market research techniques. It has also led to increasing specialization among research practitioners.

We lead off our issue with **Dr. Ruth Corbin**. In her article, “Surveys R Us”, Ruth uses a case study of litigation between Toys R Us and Nuts R Us to illustrate the respect shown by the court for each party’s survey evidence and how the debate between two research experts on opposing sides crystallized the issues at hand.

“Applying Market Research to Due Diligence”, by **David Lithwick** and **Marta Cocev** is a review of the collection and evaluation of information that bears on the risks associated with any significant business transactions. **Enrico Codogno**, in his article “Competitive Intelligence: Multi-faceted Research“, then explains how CI is a flexible and important tool for providing a multi-layered analysis of competitors, clients, technologies and other factors which can impact on a company.

“When On-site is Right”, is an article by **John Weisberg** outlining the

benefits and applications of Mobile Computer Assisted Personal Interviewing (MCAPI). We follow John’s article with a submission from **Wayne Percey** “Other People’s Jobs Always Look Easier” where Wayne explores the research used by head hunting firms.

**Veikko Piipponen** then provides a comparison of mall intercept versus central location approaches to sensory product testing and outlines their relative merits. He is followed by **David Dobson** who provides an updated view on the ubiquitous customer comment card.

Our final submission by **Mark Lovell** is a review of the QRCA/ACR conference held in Lisbon this past May.

As I mentioned in our last issue, the *Imprints* team gets to take a break and there will be no *Imprints* issue for August.

Our September *Imprints* issue is “open”. That means this is your opportunity to submit articles relevant to the market research industry on the topic of your choosing. The deadline for submissions for the September issue is July 20th.

Until September,

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## imprints

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