

GLOBAL INSIGHTS

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GRBN NEWS



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GRBN News



To DIY or not to DIY that is the question

Andrew Cannon, GRBN's Executive Director, reflects on the importance of a proper ROI analysis when deciding whether or not it makes sense to go down the DIY road, and if so, to what extent...

[Read more](#)

ACCESS THE INVEST IN INSIGHTS HANDBOOK

Featured Guest



Course Correction for Discrete Choice with Mobile Audiences

By Bob Graff, MarketVision Research

"Are traditional 'best practices' limiting the business potential for clients?"

"It's an important question but not often asked. Having a set of best practices gives us confidence in our processes for execution with the promise of a strong research process plan delivering high quality data. But what if your best practices require you to exclude a key group of research participants by removing mobile audiences?" [Read More](#)

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Demonstrating the business value of Insights webinar – Thoughts inspired by attendees' comments

There was a lively discussion on the live chat among the webinar attendees last week, and we thought it would be good to elaborate on some of the great points made: The impact of ROI measurement on budgetary control can be significant... [Read More](#)



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Featured Guest



Beyond Process: How to Get Better Faster and Faster

John Hagel - Deloitte's Center for the Edge

"In a world of constant disruption, is consistent, sustained performance improvement even possible? We believe it is—and to get there, we suggest a path based on frontline workgroups adopting business practices—focused on new value creation—that aim to help both workers and companies get better, faster..." [Read More](#)

Featured Guest



Are Sample Vendors Only Automating What's Good For Them?

JD Deitch, P2Sample

"If automated data isn't delivering, JD Deitch says there are five possible reasons and none are the fault of automation. Despite the potential benefits of automation for consumer insights, we regularly hear of its failures, particularly with sampling..." [Read More](#)

Featured Event



Demonstrating the business value of Insights – Access the recorded webinar

Listen to Lisa Courtade (Merck), Simon Chadwick (Cambiar) and Andrew Cannon (GRBN) being interviewed by Beth Rounds (Dapresy) on the art and science of measuring the ROI of Insights in this recorded webinar broadcast on the 27th March.

Access the recording of the webinar from [here](#).



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