

QUALITATIVE RESEARCH THAT MAKES A DIFFERENCE

Don Phipps, Applied's certified moderator/interviewer, has conducted B2B and B2C research for major corporations representing a wide array of industries, including John Deere, Sprint, Time Warner, General Electric, Coca-Cola, Honda, and Pfizer. He is an expert at using projective techniques to hone in on consumer "hot buttons" and emotional benefits and uses these techniques in a variety of settings, including in-person, over the web, or via telephone. He also does "website usability and personality" research. Call or visit our website today for quotes and information.



APPLIED MARKETING RESEARCH, INC.

WEB SITE: www.appliedmr.com

800-381-5599