Anderson Analytics Information Advantage Update

Contributed by Anderson Analytics
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Anderson Analytics website update to provide clients access to market research insights and discussions with thought leaders and gurus such as Jack Trout, Guy Kawasaki, Laura Ries, David Aaker, and Gregory Piatetsky-Shapiro.

March 3, 2008 Stamford CT USAÂ -Â Today Anderson Analytics, LLC a leading market research firm, announced the launch of their new updated website www.andersonanalytics.com.

The site will provide clients secure encrypted access to current projects via easy and secure sharing of files and data. Clients and visitors will also be provided with access to in depth information about some of the most important trends in market research. Many of the reports and white papers on the site will focus on new techniques and methodologies in market research which have been developed by Anderson Analytics since 2005. For instance, there will be white papers and case studies describing how advances in natural language processing (NLP) and other forms of text analytics can be leveraged in various market research applications.

In conjunction with the redesign of the website, Founder & Managing Partner, Tom H. C. Anderson will also be hosting â€˜Information Advantageâ€™ roundtable discussions with marketing gurus and authors such as Jack Trout, Guy Kawasaki, Laura Ries, David Aaker, Gregory Piatetsky-Shapiro and others. These discussions will focus on market research and are intended to address issues of interest to market research executives. Summaries and transcripts of the interviews will be available on the site.

â€œItâ€™s always been one of our goals with Anderson Analytics to create bridgesâ€•, said Mr. Anderson, â€œI feel departmer that separate marketing, market research, competitive intelligence, business intelligence and IT limit the true power of Analyticsâ€•. By hosting various marketing thought leaders he hopes to bridge that gap and help market researchers understand how they can have greater impact within marketing and within their companies. The roundtable discussions will be posted throughout the coming months on Mr. Andersonâ€™s new blog â€œThe Information Advantageâ€• www.tomhcanderson.com as well as on Anderson Analyticsâ€™ company blog www.Andersonanalytics.com/blog .

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