# Thursday Night Insight: The New Weekly Blog Post From B2B International

Contributed by B2B International
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JUST ANOTHER BORING BLOGâ€¦NAVEL GAZINGâ€¦RUMINATING WHILE CUTTING TOE NAILSâ€¦A WASTE OF SPACE?â€¦NO IT ISNâ€™T!

Researchers at leading market research agency B2B International lead such interesting lives that they have taken to sharing their experiences and thoughts!Â  Unlike most blogs, there are no comments on what they eat for lunch or what colour theyâ€™re decorating the room over the weekend; these postings (so far!) are topical and intelligent comments related to research and marketingâ€¦youâ€™ll end up getting hooked every Thursday!

So, are we really interested?Â  Well yes we should be, when we get directorsâ€™ insights like these:
- differentiation through being â€˜greenâ€™ â€“ Nick Hague takes a look at how b2b companies can make greater play of their environmental credentials and set themselves apart from their competitionÂ  (21.02.08)

- the â€˜feel-goodâ€™ factor when buying â€“ Carol-Ann Morgan only wanted a new carâ€¦she writes about the moral pressure feeling good about purchasing decisions and taking into account green issues, health and safety, and social responsibilityÂ  (28.02.08)

- questionning whether marketers are liars from B2Bâ€™s founder Paul Hague, with reference to Seth Godin.Â  Paul argues that all marketers have to put their best face forward, choose something appealing about their product or service, and they have to talk about it; make sure the message is a big oneâ€¦but donâ€™t lie

- business in Beijing from the viewpoint of a market research director on the ground â€“ Matt Harrison provides a fascinating insight into his year in China

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B2B already has a great blog and an excellent podcast site.Â  These new blog posts add value and substance from respected researchers.