New Market Research Tool Launched

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Knowledge inForm, Inc. announced today the launch of its series of electronic books to help companies conduct effective market research. The four books are a part of the Market Research Know!Books series, and feature modular content geared toward the experience and needs of the business professional: fundamental, intermediate, and advanced market research techniques, and project management tools used to conduct market research projects.

"For many business professionals, accessing the right information when and where they need it is critical. With Know!Books, users can download information they want any time of the day or night, without shipping costs or delays," said Samantha Chmelik, Principal. "Because Know!Books are electronically published, they can give professionals information about current business practices, resources, and ideas faster -- without the delays and limitations of traditional print publishing. Since they are digitally stored, our users can access or bring the books on business travels or from office to office."
The four books in the market research series are: Know! Market Research for Small Businesses and Start-Ups, Know! Market Research -- The Fundamentals, Know! Market Research -- Intermediate, and Know! Market Research -- Advanced.

The series features The Market Intelligence Circle, a framework that helps professionals easily understand key market forces. Written for the entrepreneur or small business person, Know! Market Research for Small Businesses & Start-Ups provides an overview of the market research process, defines various types of research, and shows how to conduct a market research project from beginning to end. Sections include: designing a research project, harnessing research resources, defining types of research, and presenting research results.

Know! Market Research & Analysis -- The Fundamentals describes the elemental market research topics and techniques needed by any business in any industry to begin their exploration of their market.? These initial areas of research are: customers, competitors, industry/market, and vendors/suppliers.
Know! Market Research & Analysis -- Intermediate describes the next level of market research topics and techniques needed by any business in any industry to begin their exploration of their market. These areas of research are: place/position, price, product, and promotion.
Know! Market Research & Analysis -- Advanced addresses Customer Communication -- the most complex and most critical level of market research topics and techniques needed by any business in any industry to explore its market. The essential purpose and ultimate goal of market research is to discover the unmet needs of the customer. The tools used to uncover these problems include: surveys, focus groups, voice of the customer, usability studies, and test markets.
Know!Book purchasers also receive a half-hour of consulting by email on their Know!Book topic, which is valid for use within 30 days of purchase.? The books are part of the company's Market Research/Market Intelligence suite of products and services, which include: Know!Books, downloadable publications available at the company's website http://www.knowledgeinform.com, webinars, in-house training, and consulting services.About Knowledge inForm, Inc.
Knowledge inForm, Inc. is a competitive intelligence and market intelligence training and consulting firm. By combining competitive intelligence and market intelligence to create a holistic view of the business environment, Knowledge inForm assists companies in minimizing risk, identifying opportunities, and developing strategies aligned with market realities. Through downloadable electronic Know!Books, webinars, seminars, and consulting services, Knowledge inForm helps business professionals guide their companies through various stages of development to maximize their understanding of their industries, competitors, and customers. More information is available at http://www.knowledgeinform.com.
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