Research Internationals Bill Etter Wins David K. Hardin Award

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Research International is pleased to announce Bill Etter, Senior Research Executive, has been named the recipient of the David K. Hardin award for â€˜Loyalty States and How to Improve Themâ€™, the best paper published in Marketing Researcl in 2005.

The Marketing Research Editorial Review Board selects a winner each year based on innovativeness of the research, its usefulness and applicability for other researchers, and the potential societal or economic benefits or implications of the research. Mr. Etter will accept the award during the upcoming AMA Marketing Research Conference in September in Chicago IL.

As CEO of Research International in the USA, Lorna Walters, noted: â€œWe are thrilled that the American Marketing Association has recognized Bill Etterâ€™s contributions to the world of marketing research.â€•

The paper addresses the difference between turning a neutral customer into a loyal customer versus resolving problems of an at-risk customer.