

Turning Marketing Research Into Information Senior Decision Makers Will Value and Use

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HEALOGIX





**Do You Believe that
The Pharmaceutical Industry
is in a Period of Dynamic
Change?**



**Do You Believe that
The Effective Information About
Customers Can Improve A
Company's Ability
To Make Better Decisions?**

Turning Marketing Research Into Information Senior Decision Makers Will Value and Use

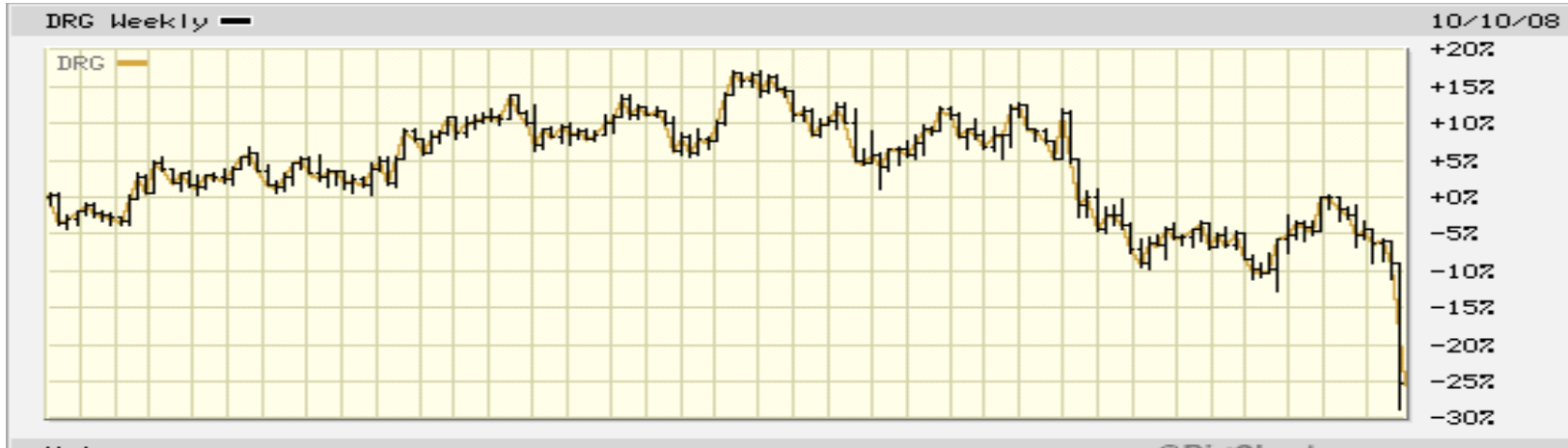


- ⦿ **Why What Senior Executives Need is Changing?**
- ⦿ **What Senior Decision Makers Value**
- ⦿ **How Marketing Research Can Adapt to their Changing Needs**
- ⦿ **Some Case Studies**

The Pharmaceutical Industry is Under Tremendous Pressure



Market Capitalization of Pharmaceutical Stocks---Last 3 Yrs.



Market Capitalization of Pharmaceutical Stocks---Last 10 Yrs.



Patent Expirations Putting Tremendous Pressure on Future Pharma Growth Potential



Table 2: Top 20 Branded U.S. Drugs from May 2008

Brand Name	Brand Name Manufacturer	Patent Expiration	Therapeutic Use	2007 U.S. Rev. (\$-M)	
Lipitor	Pfizer	3/24/2010	High cholesterol	\$	8,111
Nexium	AstraZeneca	3/1/2008	GERD, esophagitis		5,471
Advair	GlaxoSmithKline	8/12/2008	Asthma		4,254
Plavix	Bristol-Myers Squibb	10/17/2011	Blood thinner		3,928
Seroquel	AstraZeneca	9/26/2011	Depression & bipolar disorder		3,461
Singular	Merck	2/3/2012	Asthma		3,446
Enbrel	Amgen	9/5/2009	Rheumatoid arthritis		3,437
Prevacid	Abbott/Takeda	5/10/2009	GERD		3,367
Epogen	Amgen	8/20/2013	Anemia		3,090
Neulasta	Amgen	10/15/2015	Neutropenia		3,069
Actos	Takeda	1/17/2011	Type 2 diabetes		2,930
Effexor XR	Wyeth	6/13/2008	Depression		2,868
Remicade	Centocor	2014	Psoriasis & rheumatoid arthritis		2,808
Lexapro	Forest Labs	3/14/2012	Depression		2,640
Risperdal	Janssen	6/29/2008	Schizophrenia		2,631
Lovenox	Sanofi-Aventis	2/14/2012	Deep vein thrombosis		2,398
Ability	Bristol-Myers Squibb & Otsuka	4/20/2015	Schizophrenia		2,372
Rituxan	Genentech	2014	non-Hodgkin's lymphoma		2,275
Avastin	Genentech	2017	Colon cancer		2,245
Lamictal	GlaxoSmithKline	1/22/2009	Epilepsy & bipolar disorder		2,116
Total				\$	66,919

And the Number of New Drugs Approved is Slowing



WSJ Nov 2, 2007

- Sanofi underscores pipeline advances, setbacks
- Novartis CEO: Galvus' future is uncertain
- Novartis gets EU approval for troubled Galvus
- Developers: Politics behind slow approval process
- Risk averse? Not us, says top FDA official
- The FDA: Caught between a rock and a hard place
- FDA slower to pull trigger on new approvals

Number of New Drugs Approved in the US

2004	2005	2006	2007
36	20	22	16

The New Tradeoff in Healthcare



- ◉ Incremental Survival
- ◉ Quality of Life

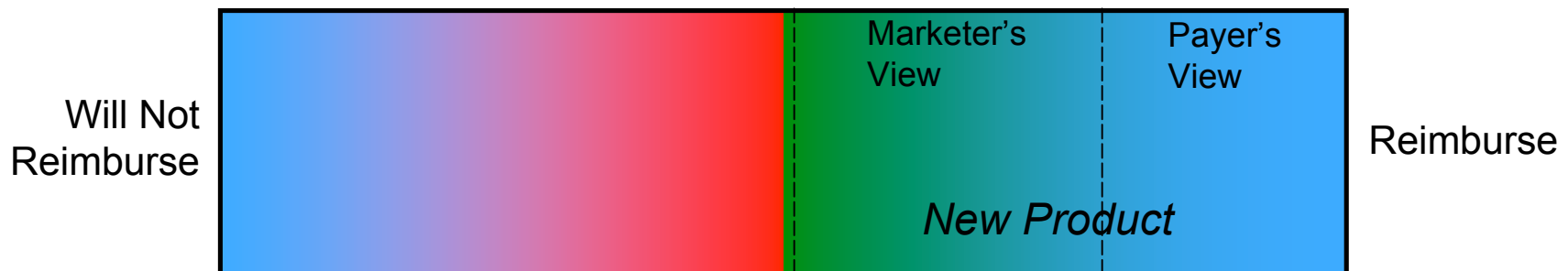


- ◉ Increasing Patient Out of Pocket Costs

One of the Biggest Challenges Today: Who Will Pay for Biopharmaceutical Innovation?



-
- What is the value of a biopharmaceutical agent to the potential payer constituencies?
- How can the value be documented?



The Payer Perspective: He Who Has the Gold Makes the Rules



The Perspective of the Payer



-
- ◉ **Manage costs without compromising patient health**
 - ◉ **Growing costs and unknown ability to pass through higher premiums**
 - ◉ **Greater investments in systems and infrastructure equals greater plan control**
 - ◉ **HSA's represent a way to offload expense and risk**

The Payer's View is Very Aggregated



- ⦿ **Have 50+ therapeutic categories to think about**
- ⦿ **Generally very supportive of achievement of quality care goals and outcomes**
- ⦿ **View care and cost at a very high level - PM/PM**
- ⦿ **Plan medical directors don't really control or mandate physician behavior.**
- ⦿ **Pharmacy directors are more concerned about pharmacy cost**



What Do Third Party Payers Really Want?



◉ *Quality Healthcare*

◉ *Value for Money...*

- ◉ which is more than just short-term cost offsets...
- ◉ ...defined with them proactively, not for them reactively...
- ◉ ...with feedback mechanisms to understand whether value has been received...
- ◉ ...with some assurance of results

Payers Make Tradeoffs to Achieve This Balance



Benefits

- Increased Longevity?
- Superior Outcomes?
- Quality of Life?
- Reduction in Symptoms?
- Disease Modification or Cure?



Costs

- Direct cost reduction?
- Indirect cost reduction?
- Medical vs Pharmacy Cost?
- How measured? Outcomes?
- Over what time period?
- Available Alternatives?
- Size of Population?
- Ability to Raise Premiums?

- Medical Ethics
- Reputation
- Employee/Customer Satisfaction
- Employer Satisfaction
- Employer Retention

To A Payer, Generics are a No-Brainer!

A 1% Movement in Generic Dispensing = 1% Less Drug Cost

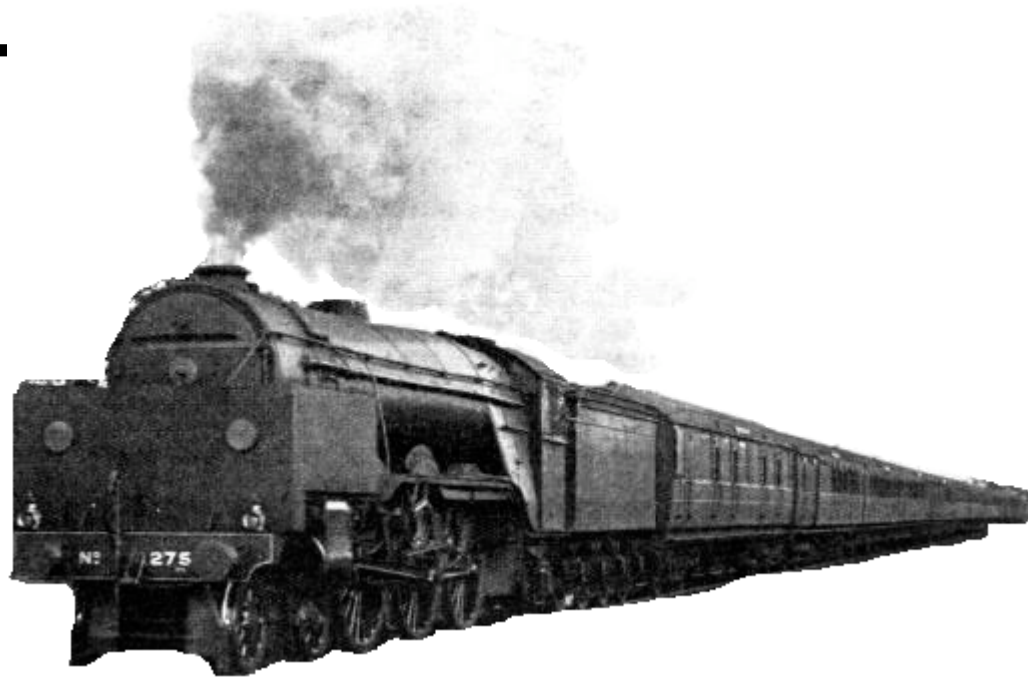


Therapeutic Class Savings from Generics for 6 Categories

Therapeutic Class Target Savings	Current Fill Rate with Generics	Potential Fill Rate with Generics	Potential Drug Cost Savings \$(Billions)
Gastrointestinals	31%	95%	\$5.4B
Anticholesterol Medications	7%	70%	\$5.1B
NSAIDS	47%	85%	\$3.9B
Antihypertensives	48%	75%	\$2.0B
Calcium Channel Blockers	43%	90%	\$0.5B
Total Potential Savings			\$20.1B

Source: 2004 Generic Drug Usage Report, Express Scripts

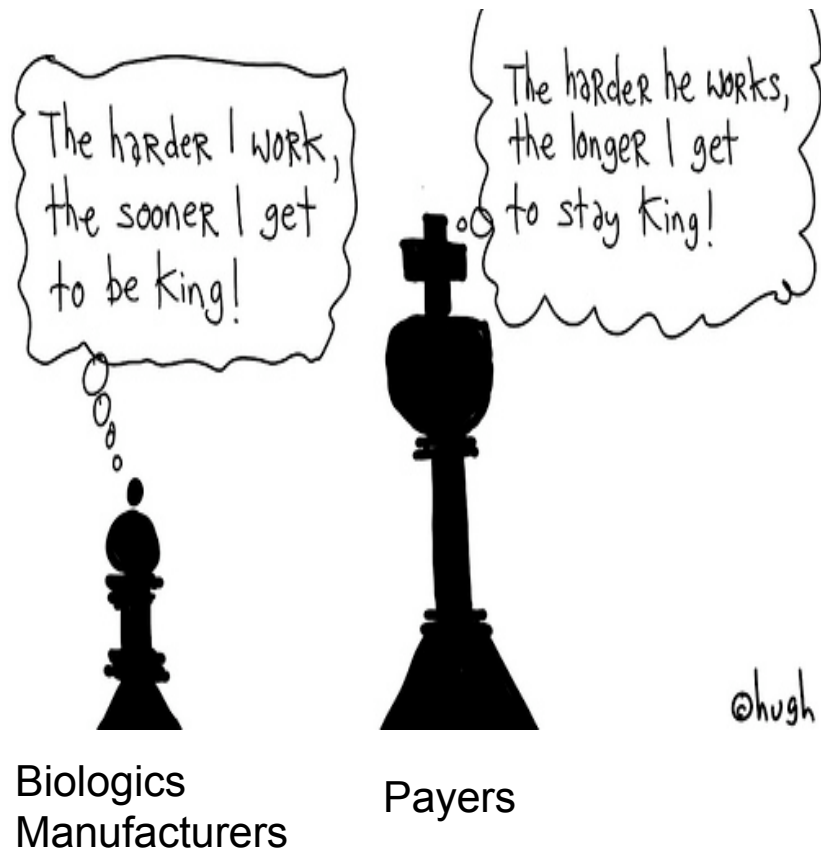
How Managed Care Views Pharma and Biotech



So How Does a US MCO Stop a Moving Rx Train?



The US Payers Strategies for Controlling Rx Costs



○ Payers

- Step Edits
- Restrict Access / Prior Authorizations
- Require Drugs to be Deployed via Specialty Pharmacy
- Implement New Plan Design – Higher Co-Payments to Patients (the new payer)

The Patient's Perspective:

"It's better to look good than feel good" ...Fernando (Billy Crystal, SNL)



“An increasingly demanding consumer, who views healthcare as a fundamental right, is moving through the healthcare system. This consumer, however, is price conscious and does not always see the value of pharmaceuticals, even in a system that is acknowledged to be the best in the world.”

Neil Cavuto, Fox News Channel Commentator

HSA's, Medicare, and Higher Co-Pays Are Elevating the Role and Importance of Consumers...



Influencer



Decision-Maker

...and Defining A New Moment of Truth For Pharmaceutical Marketers....



⦿ **By Causing Consumers to Ask New Questions**

- ⦿ “Is the new drug worth the co-payment?”
- ⦿ “What impact on my life will this new drug have?”
 - ⦿ “Longevity?”
 - ⦿ “Quality of my life?”
 - ⦿ “Quality of my family’s life?”
- ⦿ “Can I take something less expensive and get the same results?”
- ⦿ “What happens if I don’t take anything?”

The Average Consumer in the US has trouble affording the cost of higher priced medicines



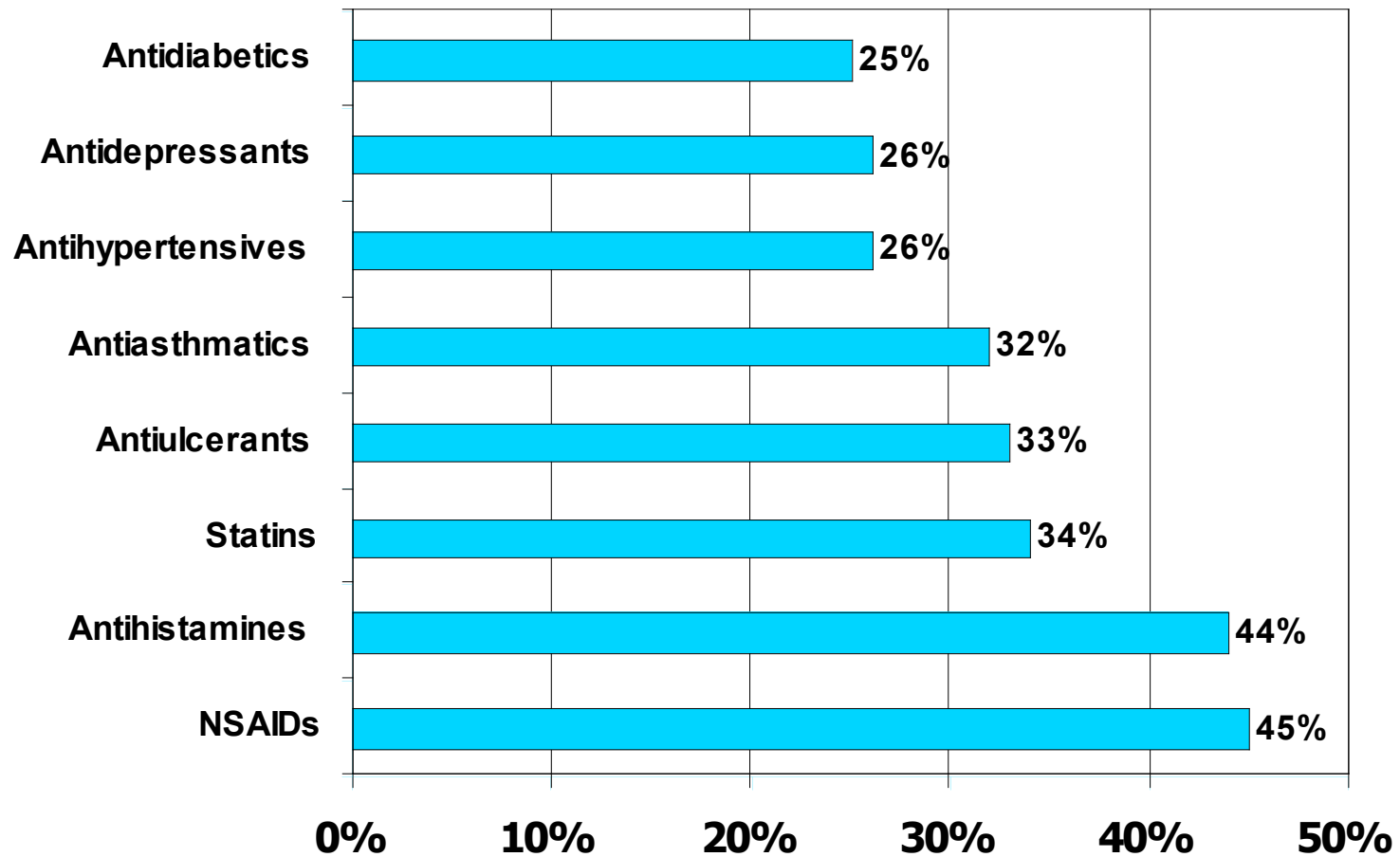
- In 2004, average annual family income was \$70,700 with those over 65 averaging about \$50,000
- Real net worth — the difference between family assets and liabilities — rose to \$93,100
- Liabilities are rising faster than assets, due largely to a big rise in mortgage debt.

Source: Survey of Consumer Finance, 2004



Cost Shifting To Patients Is A “Blunt Instrument”

(Reduction in days supplied when co-payments double)



SOURCE:



Goldman et.al., 2004 (JAMA 2004: 291: 2344-2350)

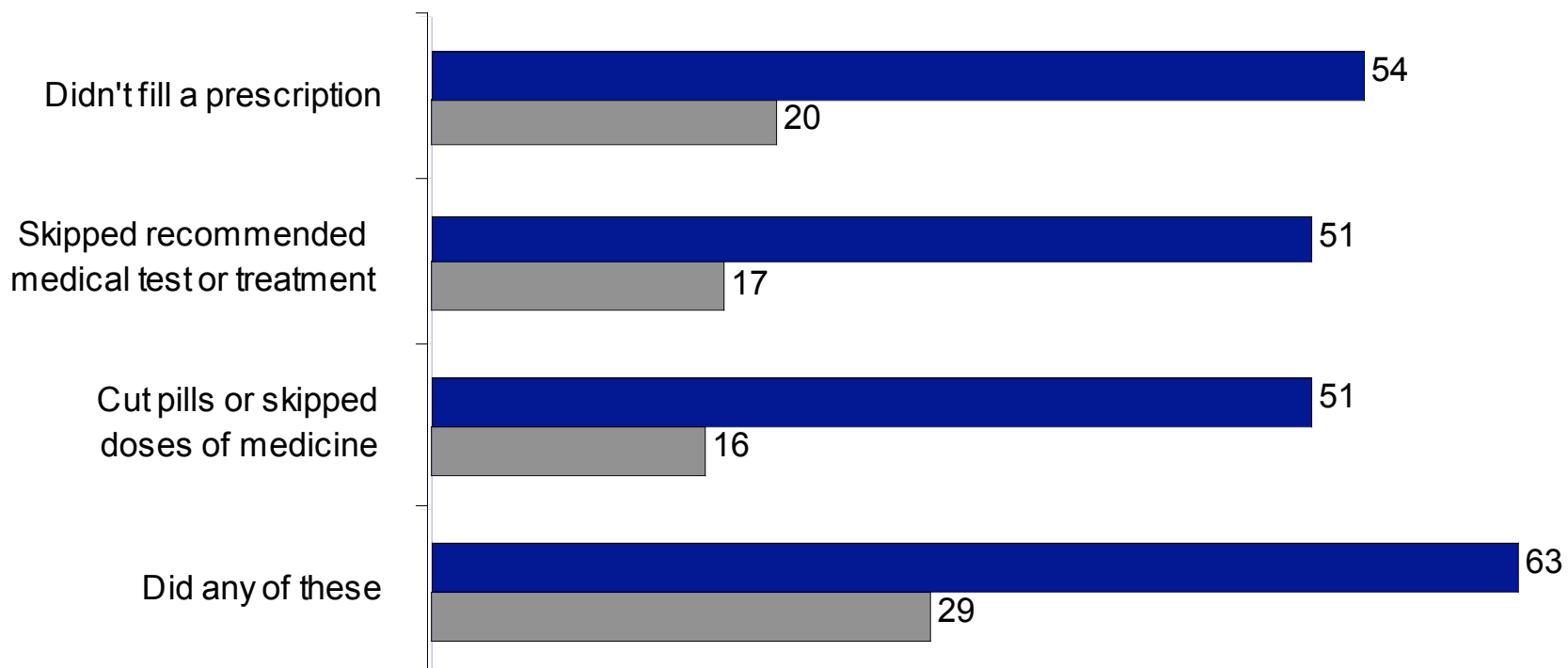


When Money Talks – Patients Walk



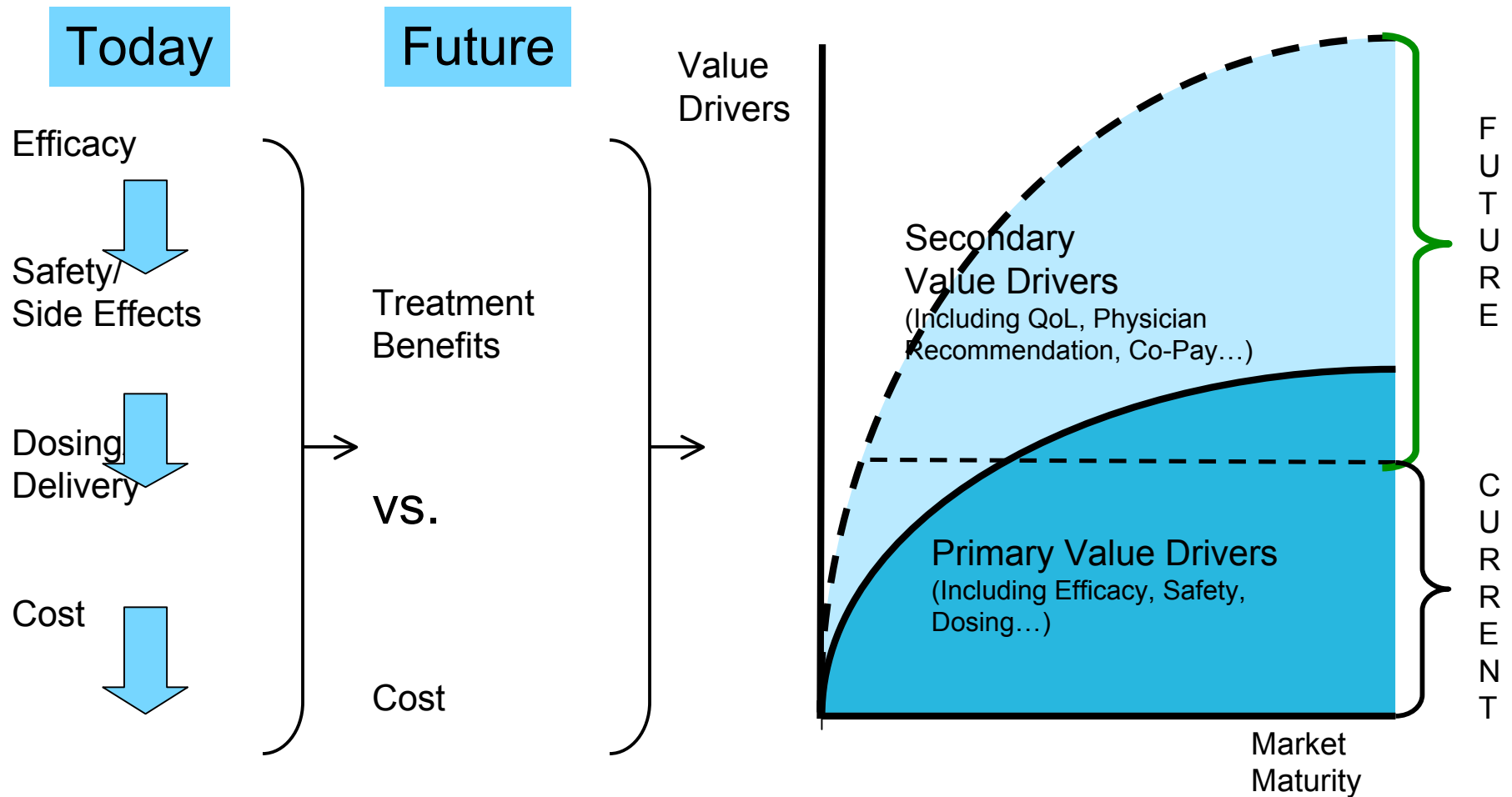
Percent who say they or a family member had done each of the following in the past year because of cost...

Among those, percent who say their condition got worse as a result...



SOURCE : USA Today/KFF/Harvard School of Public Health "Health Care Costs Survey" (conducted April 25-June 9, 2005)

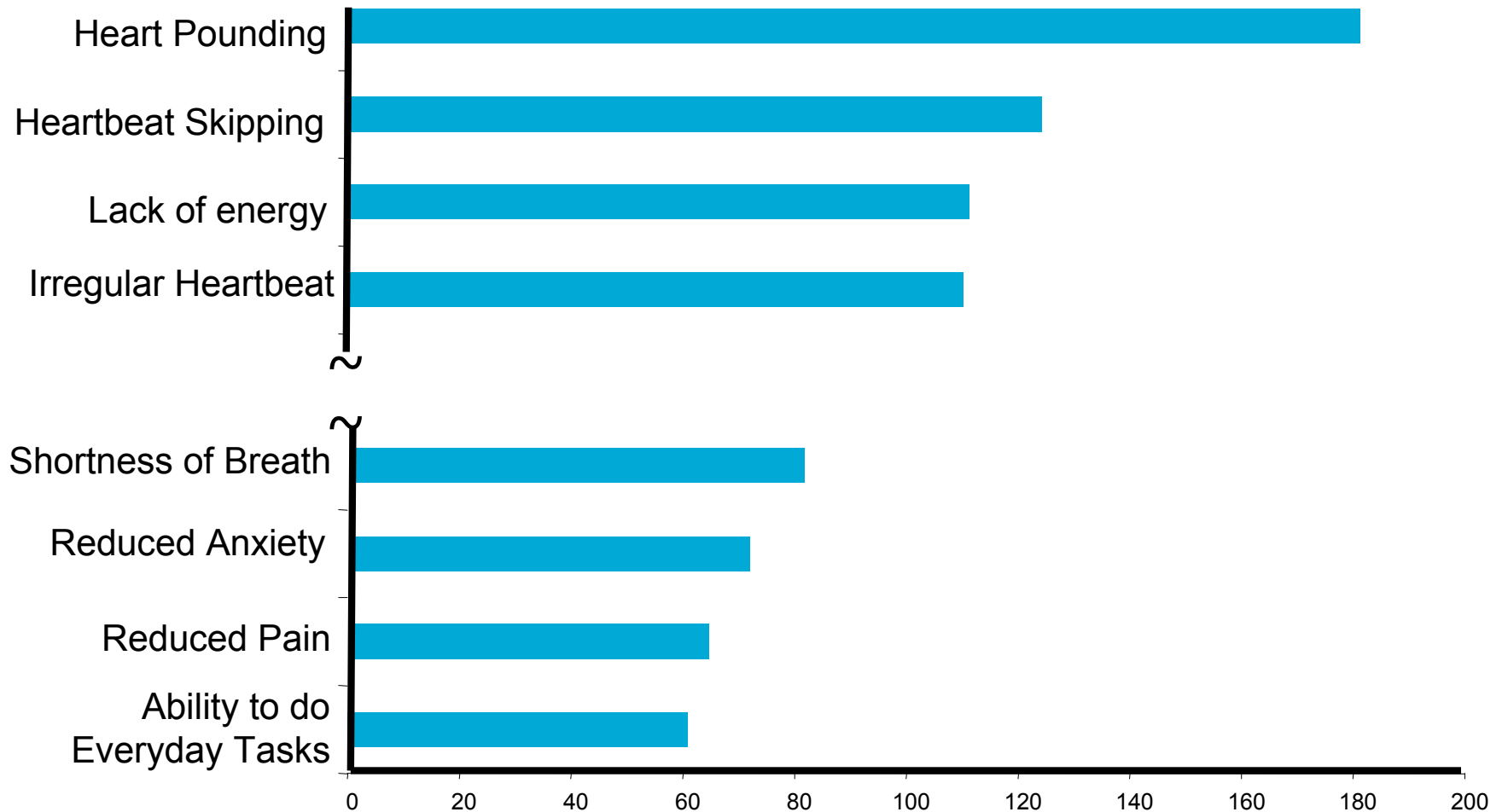
Addressing the Need of the Patients Requires Understanding What Patients Value



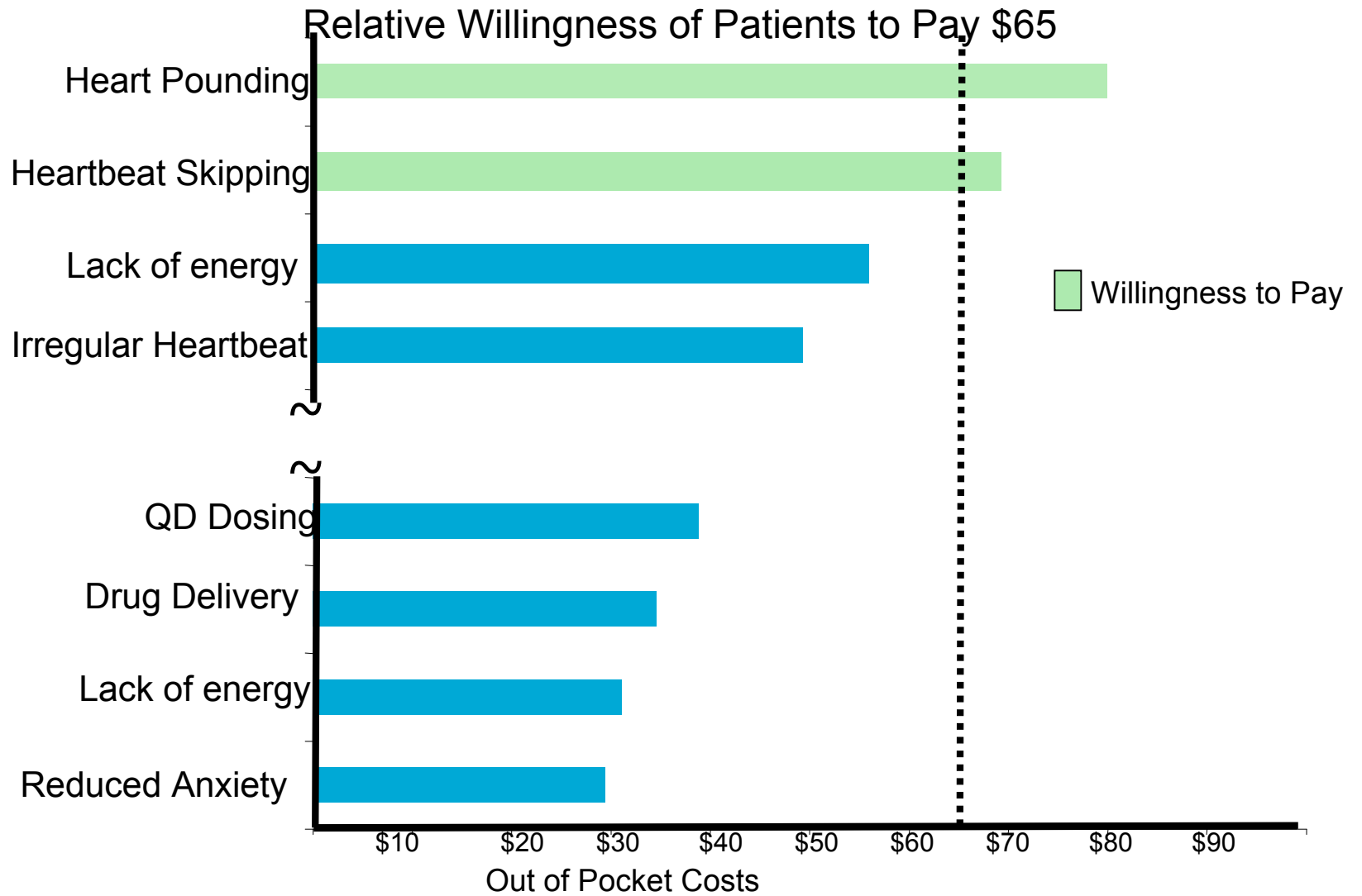
Patients Want to Live Long and Live Well



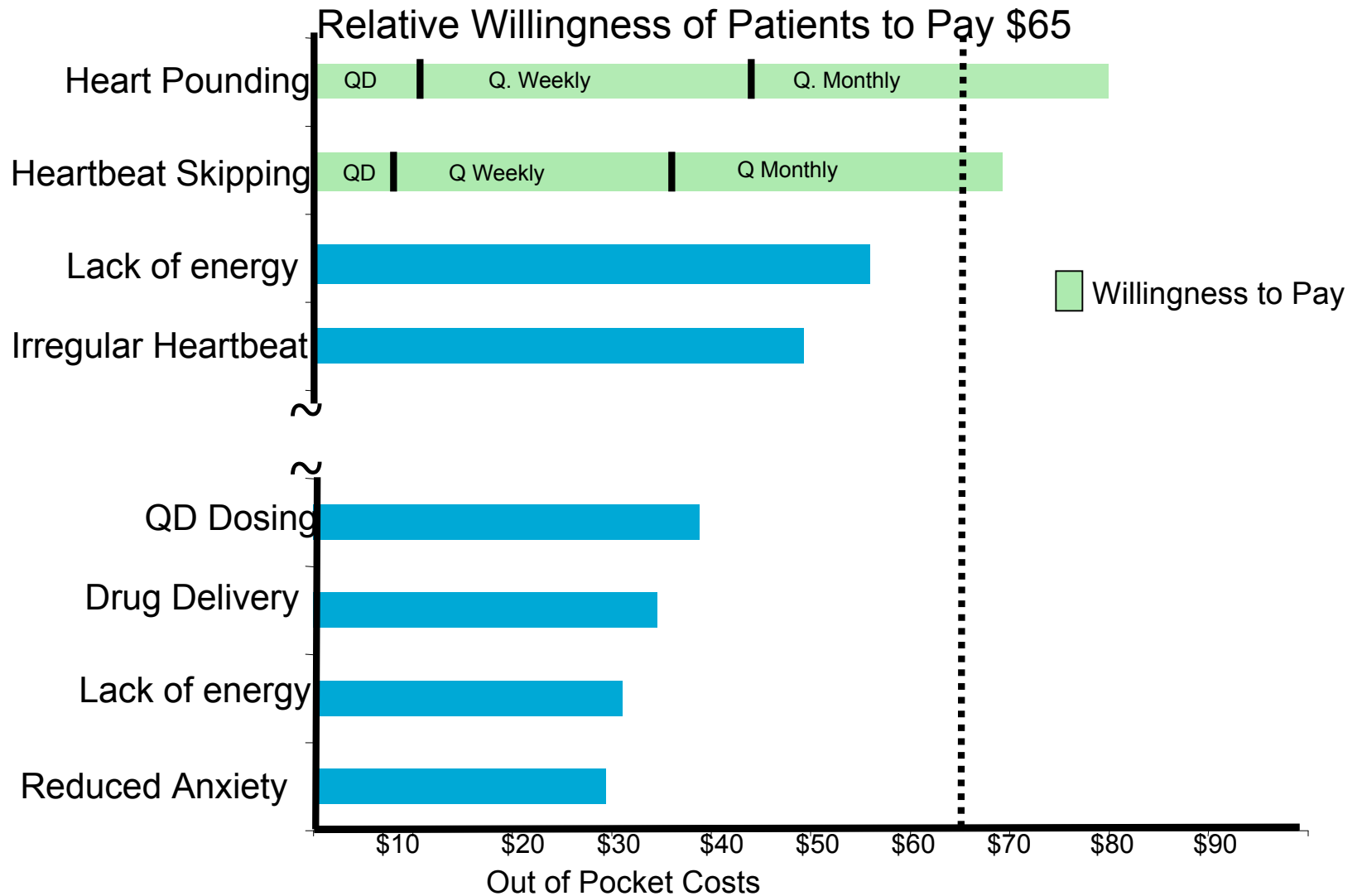
Relative Importance to Patients



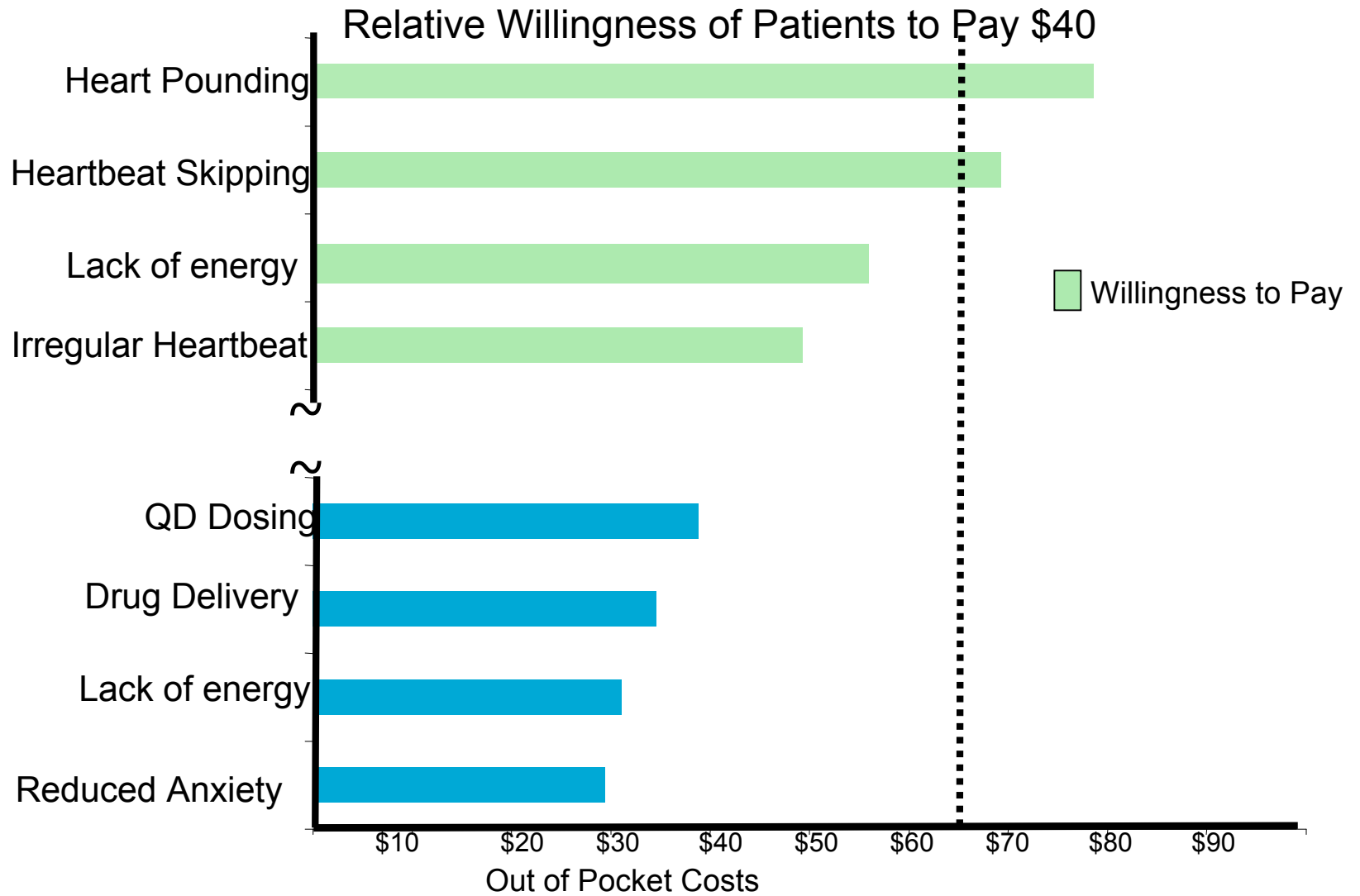
“You Want Me to Pay How Much?.... ...Can’t I Have a Generic?”



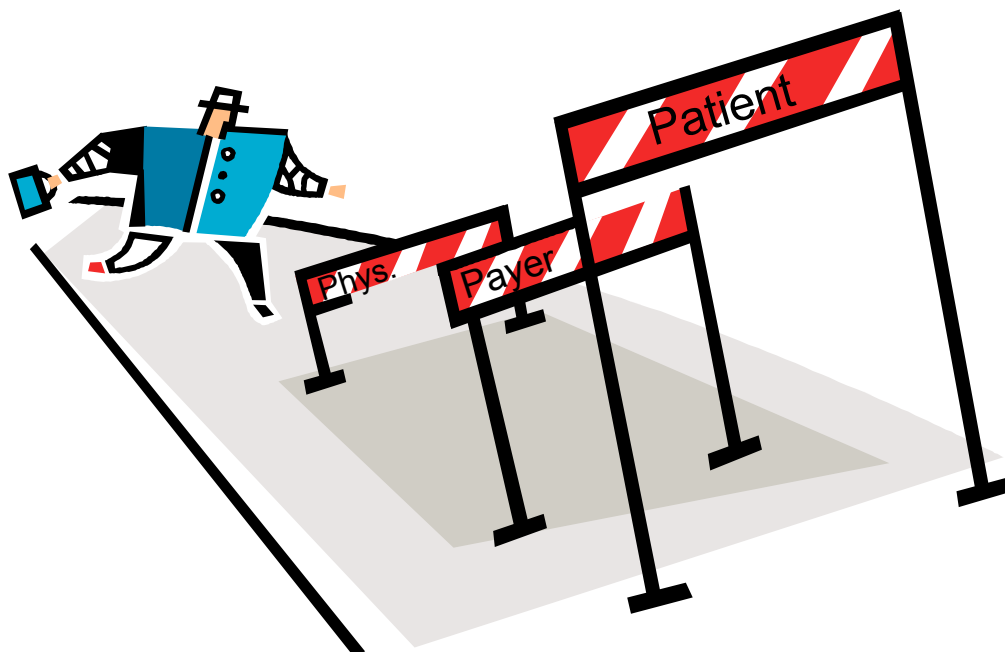
“What’s So Special I Have to Pay \$65?”



“\$40...Now That’s More Like It...I’m Feeling Better Already!”



Pharma Marketing Research Must Recognize the Value of All Stakeholders



Old Paradigm

- ◉ Prove safety, efficacy to FDA
- ◉ Focus on Physicians Promoting Clinical Benefits

Current Paradigm

- ◉ Prove safety, efficacy to FDA
- ◉ Differentiation Message to Physicians Plus Reasonable Formulary Access
- ◉ Convince payers to reimburse it
- ◉ Get consumers to ask for the medication via DTC

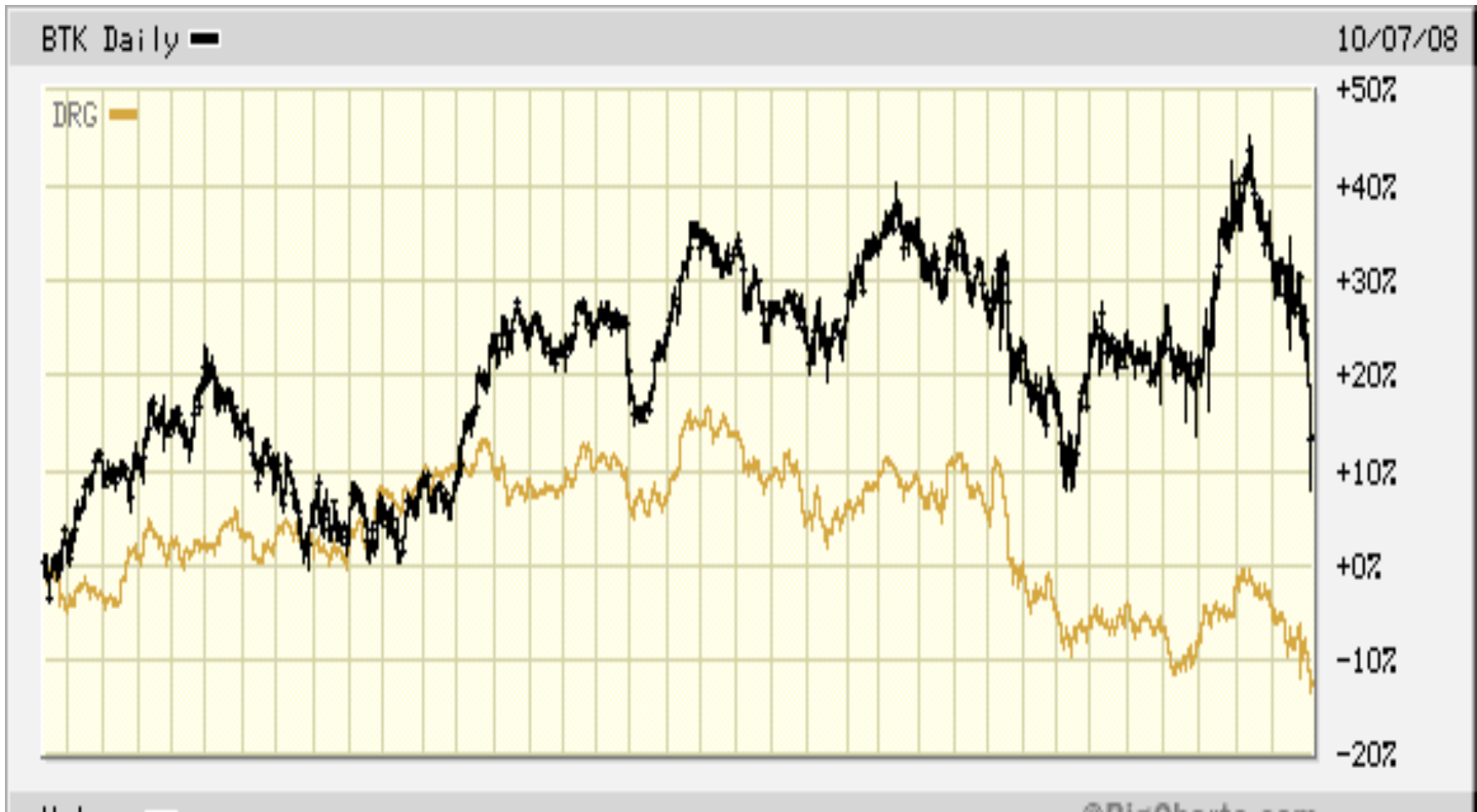
Future Paradigm

- ◉ Prove safety, efficacy to FDA
- ◉ Communicate treatment benefits to all stakeholders
 - ◉ Get physicians to prescribe
 - ◉ Get Payers to Reimburse
 - ◉ Get Patients to be willing to Pay Co-Payment
- ◉ Label Drives the Message of Differentiation and Incremental Value

And the challenges posed by turning to Biotech companies to fill product pipelines



3 Year Historical Stock Market Valuation of Biotech (BTK) vs Pharma (DRG)



Sell Side vs Buy-Side: Common Asset; Different Lens



Sell- Side	Buy- Side
<ul style="list-style-type: none">MOA	<ul style="list-style-type: none">Target Indications
<ul style="list-style-type: none">95% of Value is in the MOA	<ul style="list-style-type: none">95% of Value is Still to be Created
<ul style="list-style-type: none">Regulatory Approval	<ul style="list-style-type: none">Label and Claims
<ul style="list-style-type: none">Science Sells Itself	<ul style="list-style-type: none">Pricing, S,G & A Spend
<ul style="list-style-type: none">Let's Get to First Base	<ul style="list-style-type: none">We Need a Home Run
<ul style="list-style-type: none">Top Down Valuation	<ul style="list-style-type: none">Bottoms Up Valuation
<ul style="list-style-type: none">Analogue	<ul style="list-style-type: none">Prologue
<ul style="list-style-type: none">Up Front Payment	<ul style="list-style-type: none">Revenue and Market Share
<ul style="list-style-type: none">Sizzle Sells Stock	<ul style="list-style-type: none">Under-promise and Over-deliver
<ul style="list-style-type: none">Single Product Focus	<ul style="list-style-type: none">Portfolio

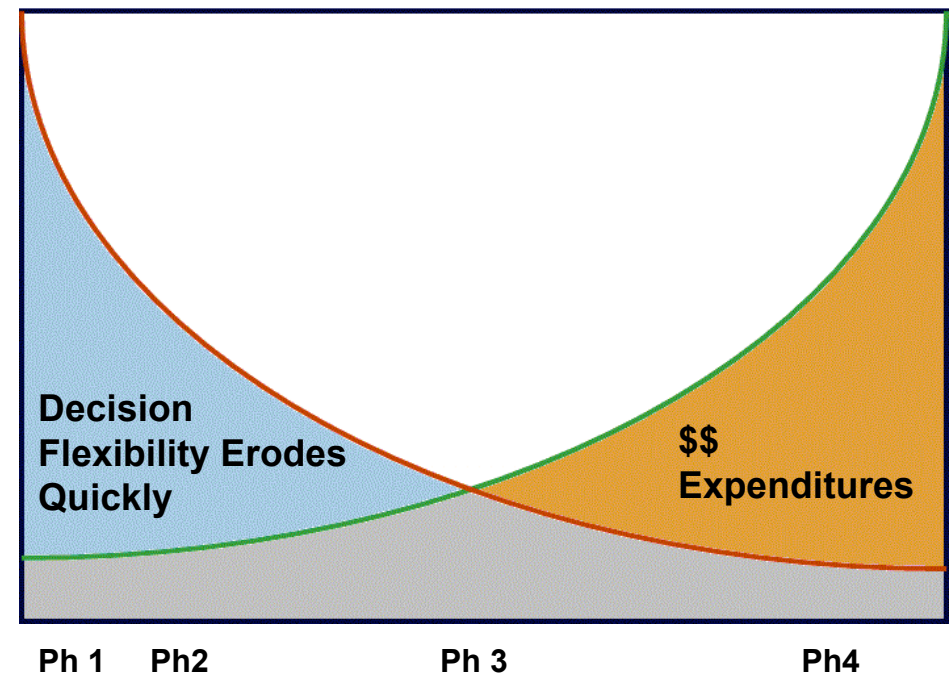
Lessons Buy-Side Has Learned: The Battle for Market Share is Increasingly Won Prior to Phase 3!



- ◉ Pharma Recognizes that Decision Flexibility Erodes Very Rapidly
- ◉ Getting a Molecule Back on Track is Expensive, Time Consuming and Significantly Depreciates Valuation and Market Potential
- ◉ Cannot Recoup the Cost of a Suboptimal Label with Good Marketing
- ◉ What Pharma Wants is a Partner Who Understands that and has Reflected that in Their Thought and Actions
- ◉ At \$1B to Get a Drug to Market, for Pharma the Choice Simple:

**Pay to Get It Right or
Pay Your Company for Getting It
Right!**

Long Term Product Value Gets Created Early



Lessons Buy-Side Has Learned: Deal Making is *Caveat Emptor*



- ⦿ A Cashing Out Entrepreneur or VC is Hardly Objective About Their Product
- ⦿ MOA Probability of Success is Probably Lower than Projected
- ⦿ Competition is Usually Smarter and Further Ahead than a Biotech Thinks
- ⦿ A KOL is every company's friend and no KOL ever tells a company to "kill a product"

The higher the potential valuation of a deal, the more thorough the due diligence process will be

As Emphasis on External Deals Grows and Deal Prices Continue to Escalate, Pharma Is Beefing Up Its Due Diligence Process.



- Currently, Many Buy Side Companies are Organized by Therapeutic Category (In line Brands through Emerging)
 - Emerging Assets Under-Analyzed
 - Overpayment for External Deals
 - Risk Not Fully Appreciated
 - Pharma Licensing and BD People Rewarded for Getting Deals Done
- Buy Side Beginning to Re-Organize to Focus on Emerging Assets
 - Dedicated Personnel and Budget
 - Detailed Opportunity Assessment
 - Clear Go / No Go Criteria in Advance of a Deal
 - Move More Quickly to Decision and Valuation
 - AZ, JNJ, PFE are examples.

The Goal of Reorganizing is to Position the Company to Be Proactive, to Know What It Wants, and to Pay Accordingly



What We're Looking For Are Partners Who Can Clearly Show Us the Value They Want Us to Pay For... We Dislike Opacity and Fear Buying Blind"

James Hall, VP CVGI Emerging AZ

- ⦿ Realistic Appraisal of MOA Success
- ⦿ Sales Forecasts, Estimates of Market Potential, Pricing, and Reimbursement Strategies Based on Direct External Stakeholder Input----Credible and Anchored in the Future
- ⦿ Clinical Plan Tied to Commercially Valuable Endpoints
- ⦿ Clear Perspective on the Strengths and Weaknesses of Future Competition
- ⦿ Longer Term Development Plan to Fully Exploit the Value of a Compound

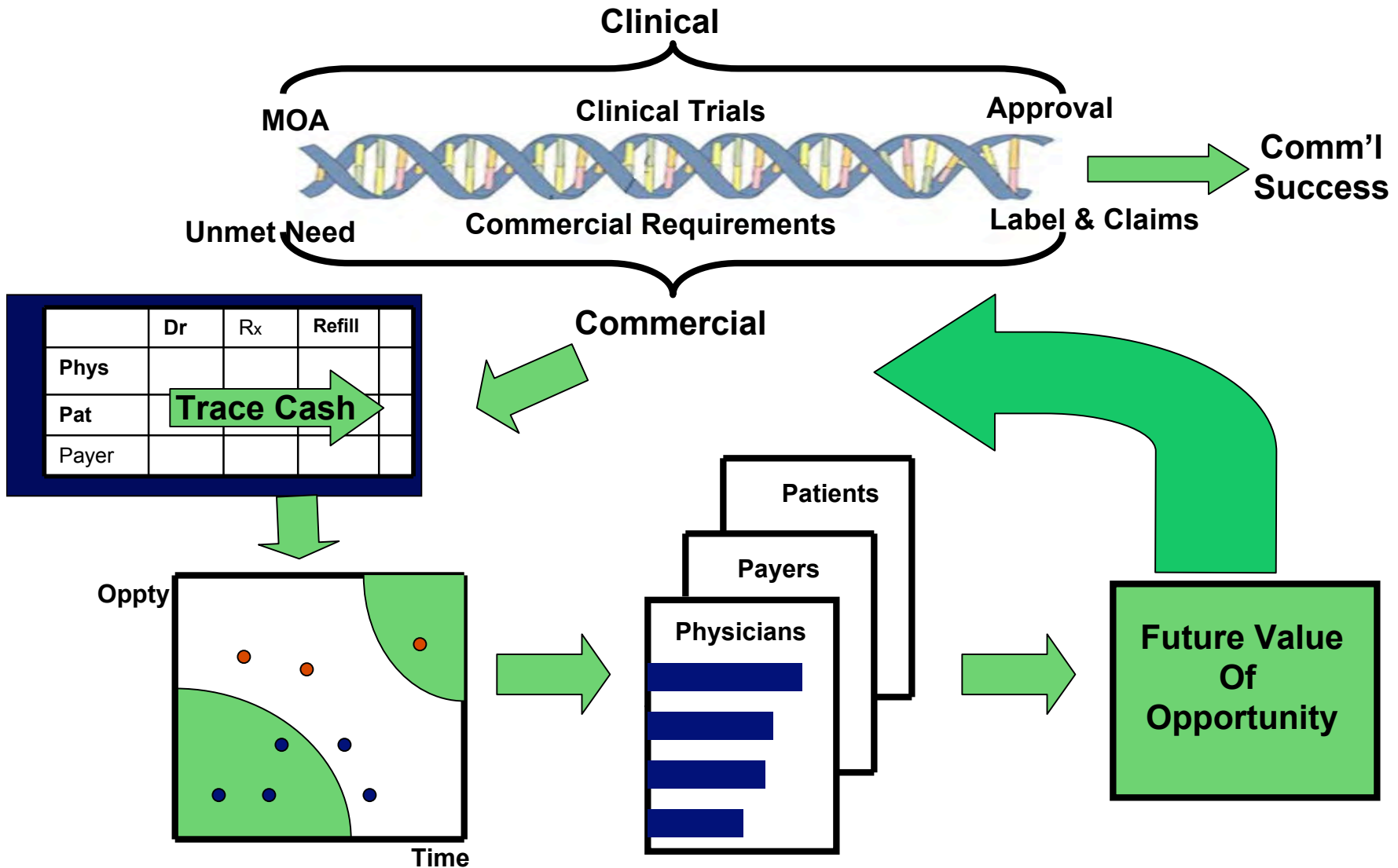
To Achieve Realistic Maximum Value for a New Product Do Your Own Due Diligence



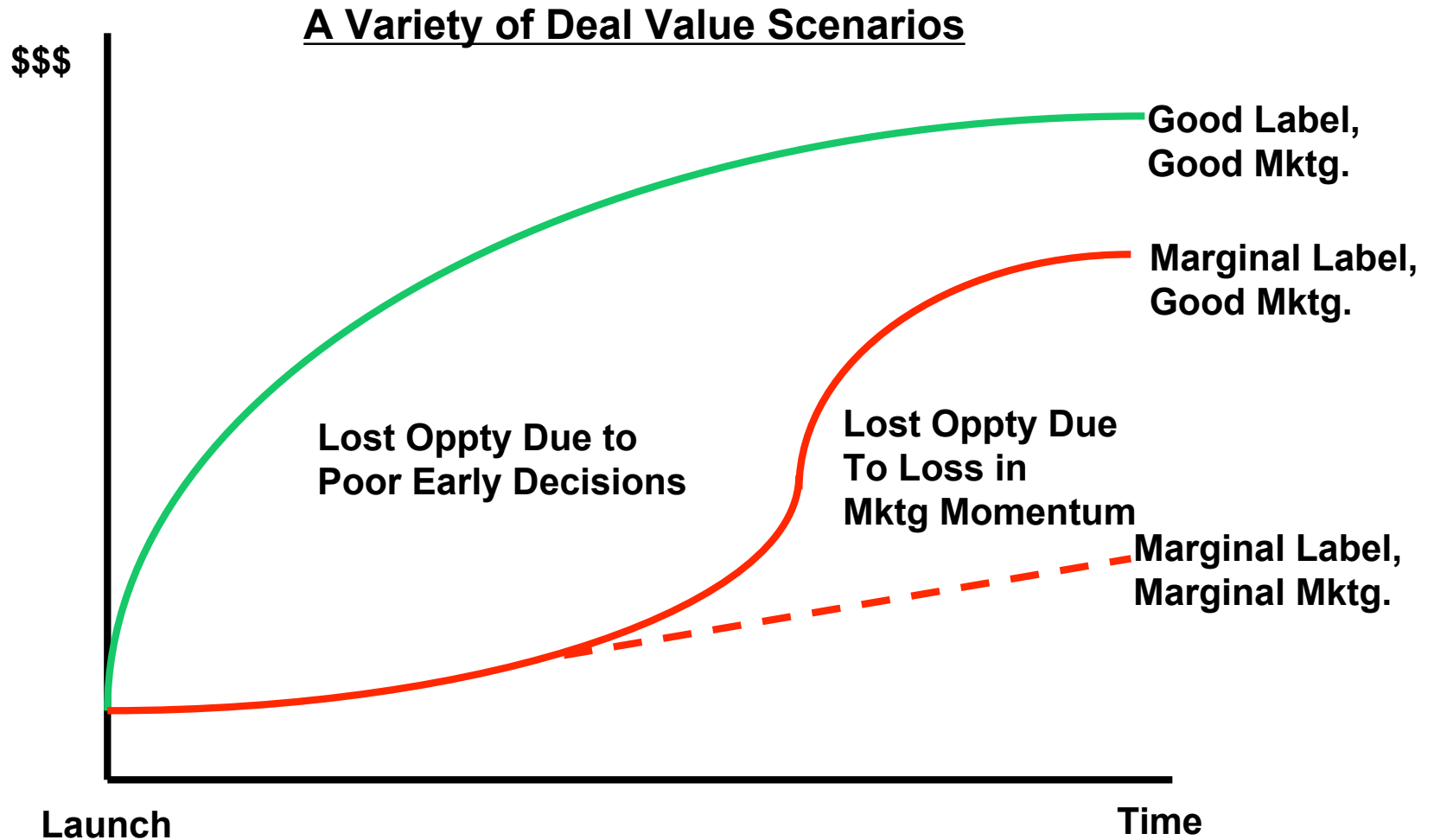
- ⦿ **Get an Objective and Projectable View of Your Product From the Perspective of the Customer**
- ⦿ **Fast Forward Your Thought Process to the Time of Market Entry**
- ⦿ **Pretend You Were Marketing the Product**

You will be a better negotiator, better judge of prospective partners, and a better partner


Doing Your Own Due Diligence: Begin With the End in Mind and Work Backwards



It's Not Just About Up-Front Payments---It's About Royalties and Total Deal Value



Conclusion: Financial Pressure = Time Pressure = Actionable Information, Concisely Presented, and Developed Quickly!

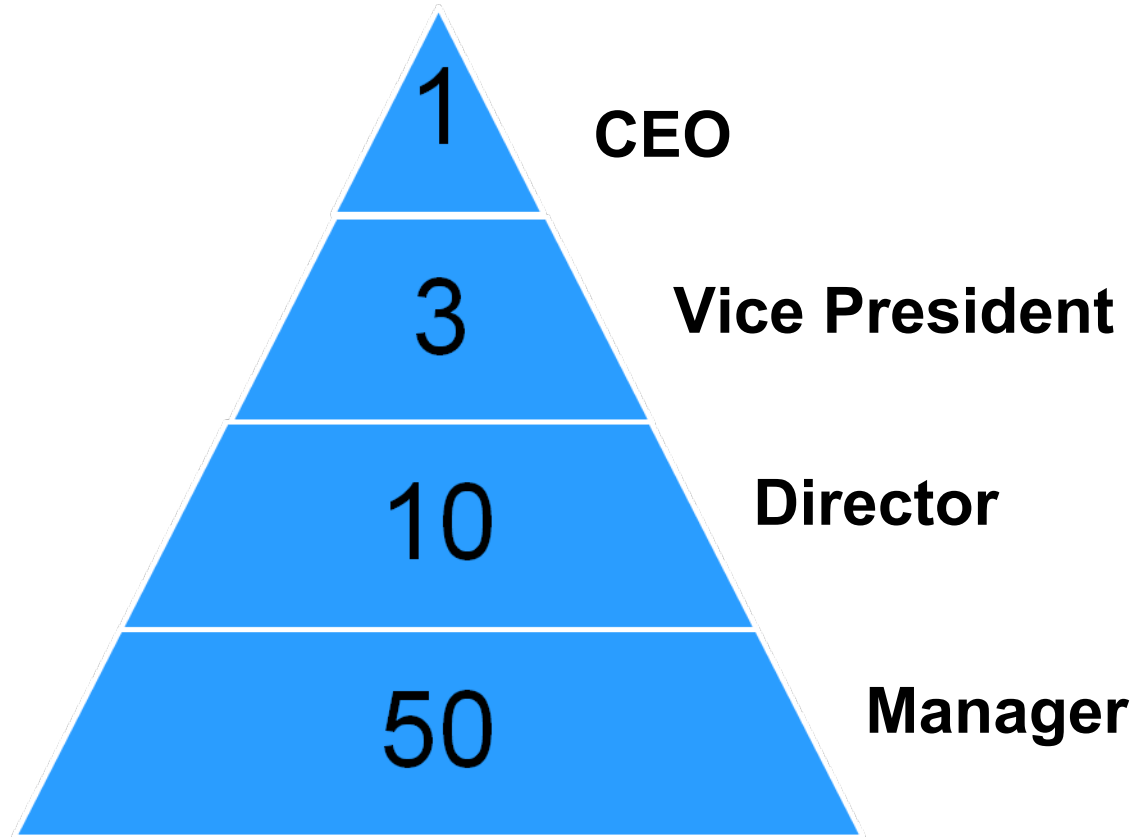


- ◉ Concise, Relevant and Believable
- ◉ Pragmatic, Actionable Recommendations
- ◉ Story that Knits It All Together
- ◉ Want It Done Quickly, Cost Effectively

**Accuracy is
a
Given!**

**Methodology
Is
Your
Expertise**

**The Higher in the Organization, The More Brevity is Valued;
The Greater the Burden on Research for Clarity of Message**



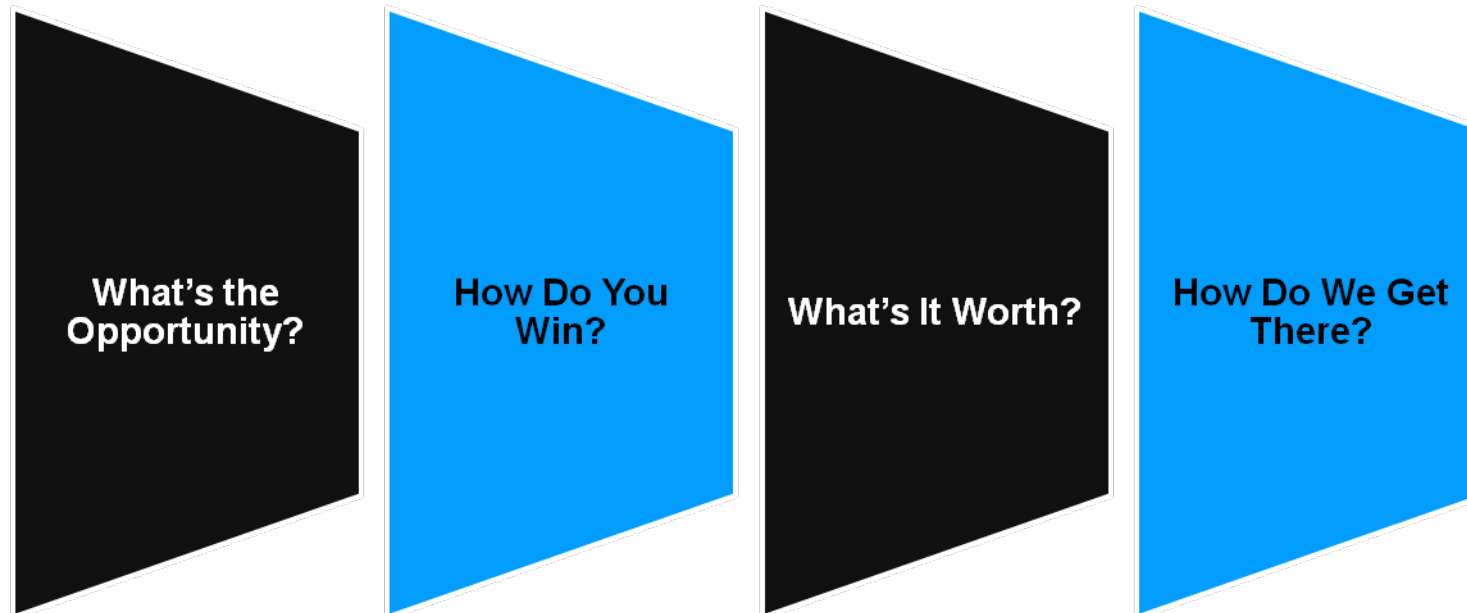
Number of Slides Executives Want to See

This Presents Significant Challenges for Marketing Researchers



- ◉ Methodologies Have to Fit the Question; Not the Other Way Around
- ◉ Integrates All Relevant Stakeholders (Customers)
- ◉ How Information is Presented is as Important as What Information is Presented

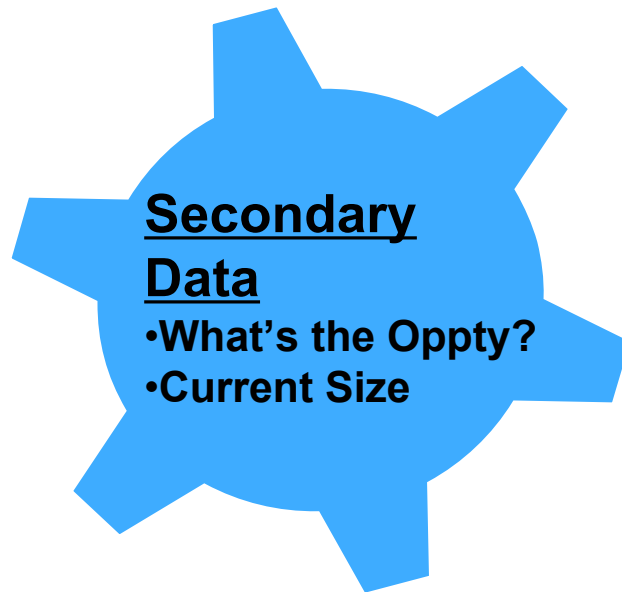
The Senior Executive View



Making the Methodology Fit the Question



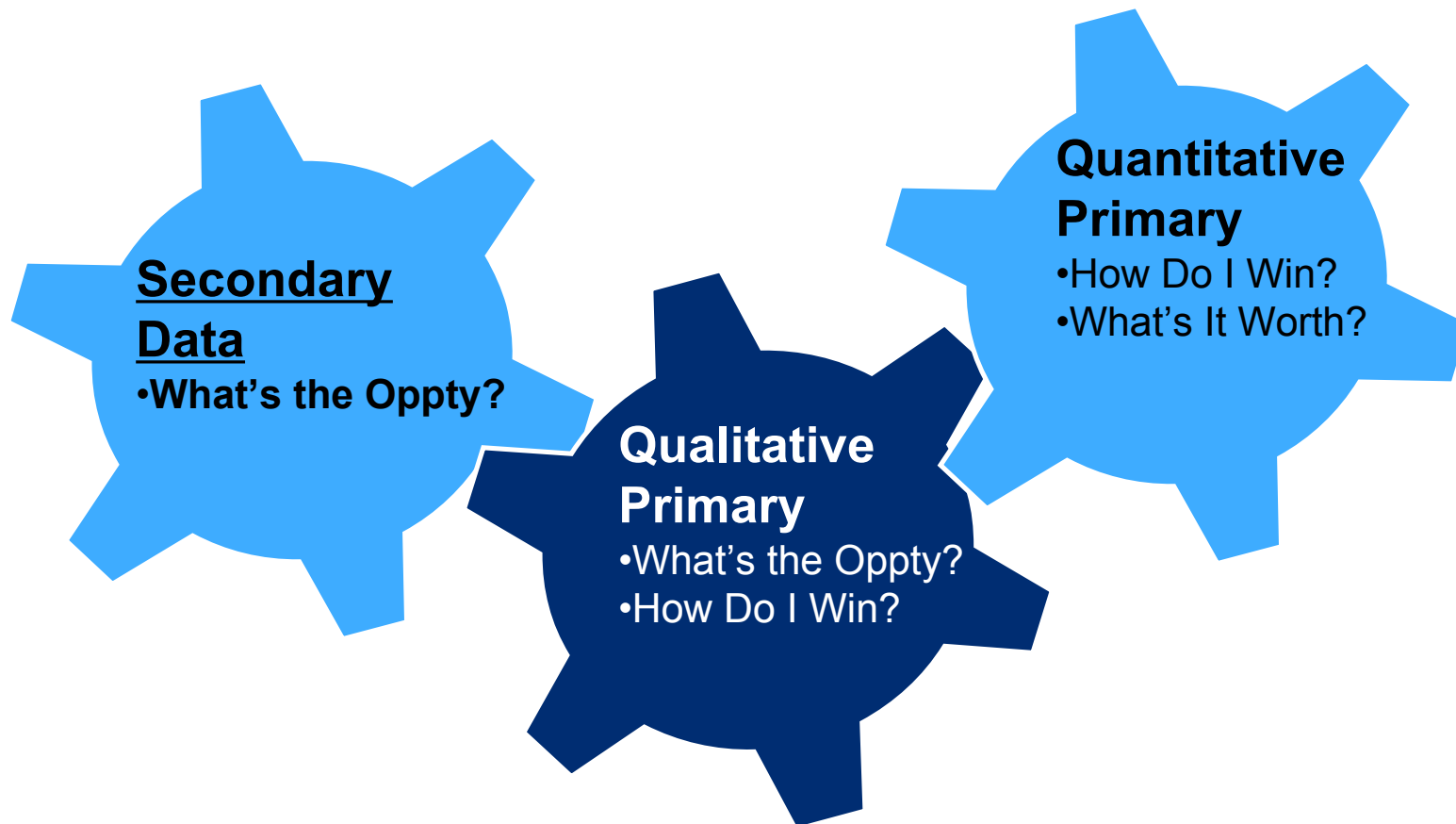
- ◉ **Secondary Data is Useful in a World Where What Happened is Increasingly Less Predictive of What Will Happen**



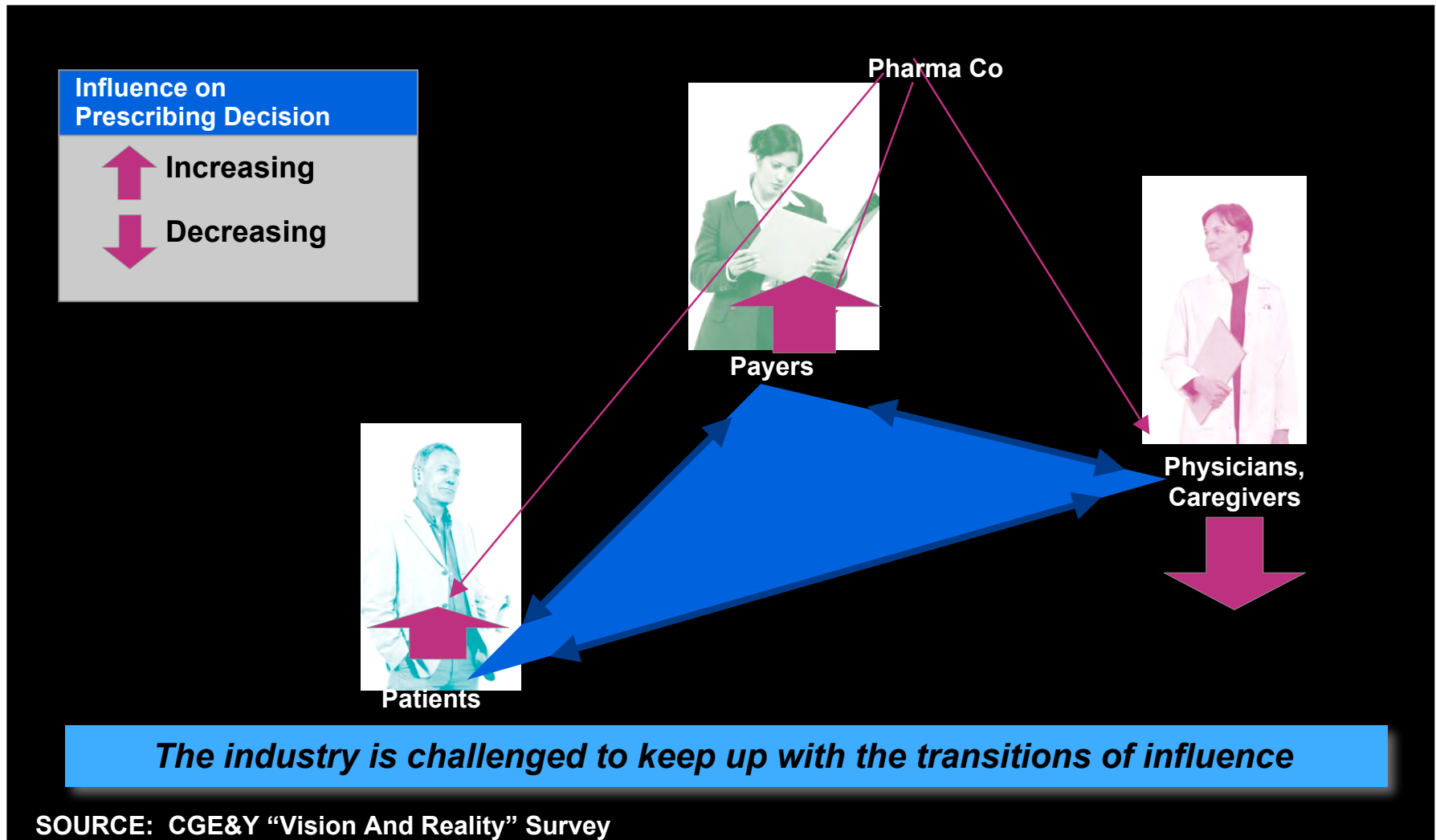
Making the Methodology Fit the Question



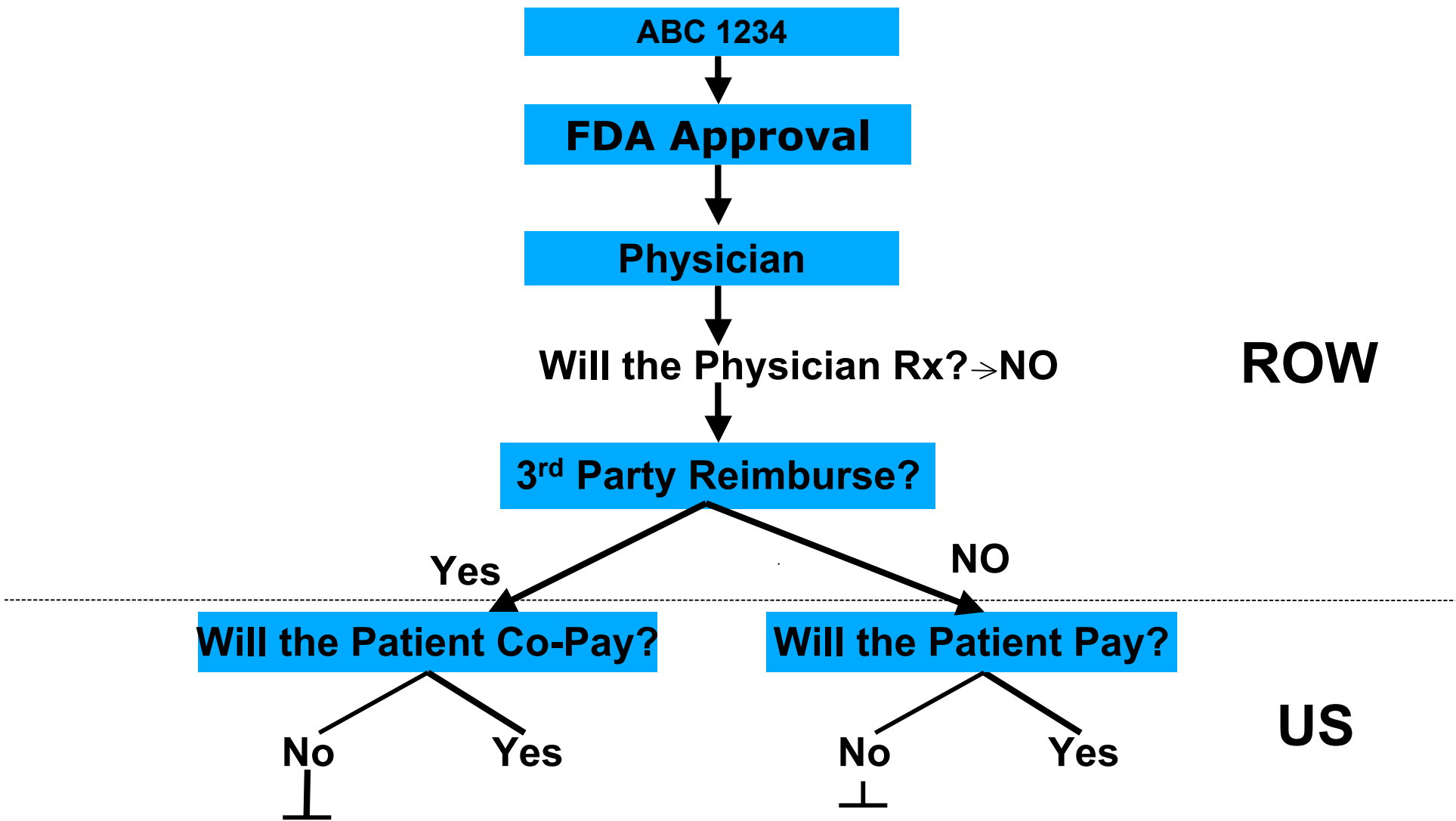
- Primary Research is the Best Way to Predict the Future



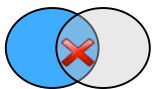
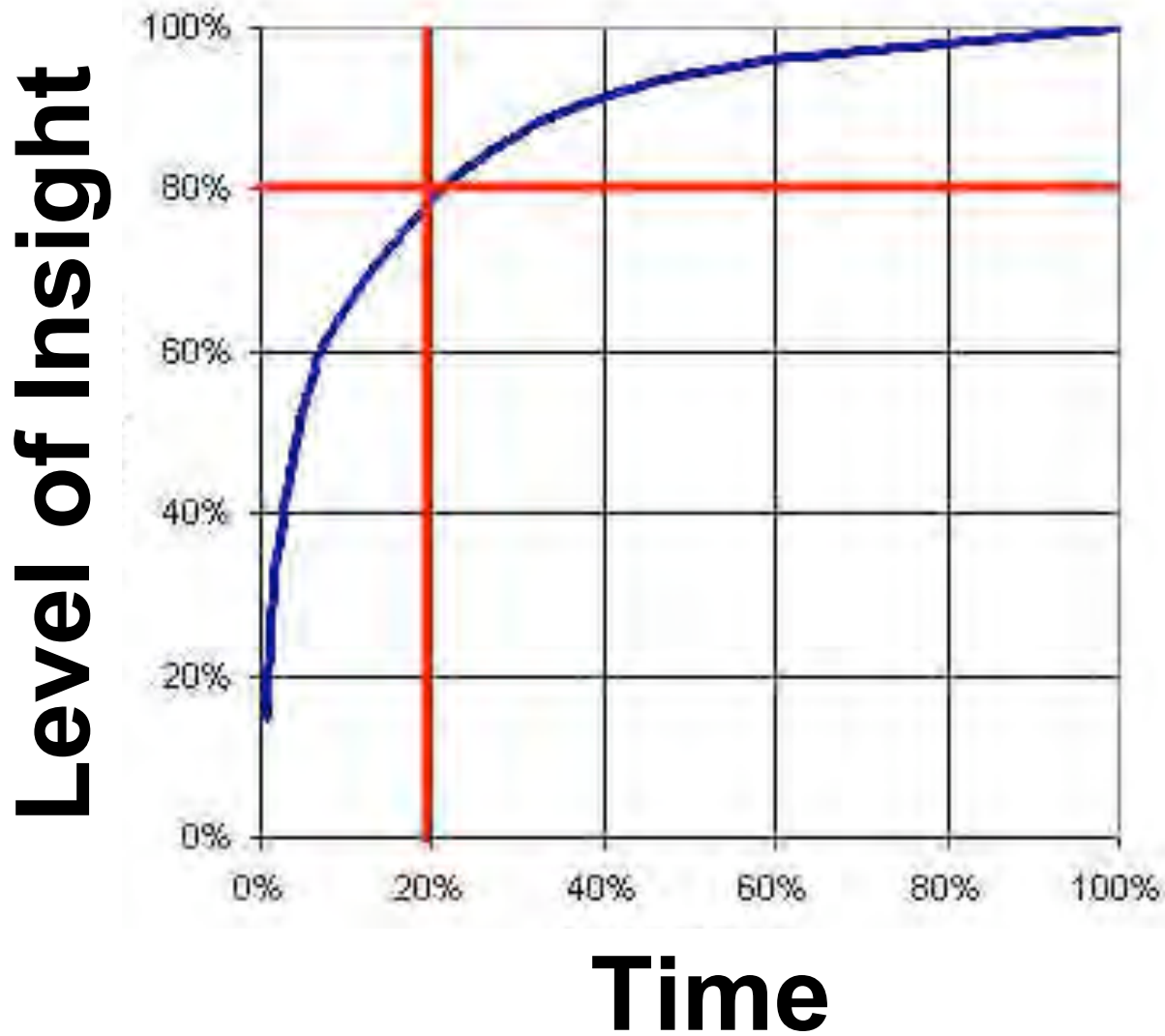
Research Needs to Bring Together the Perspective of All of the Relevant Customer Groups



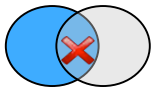
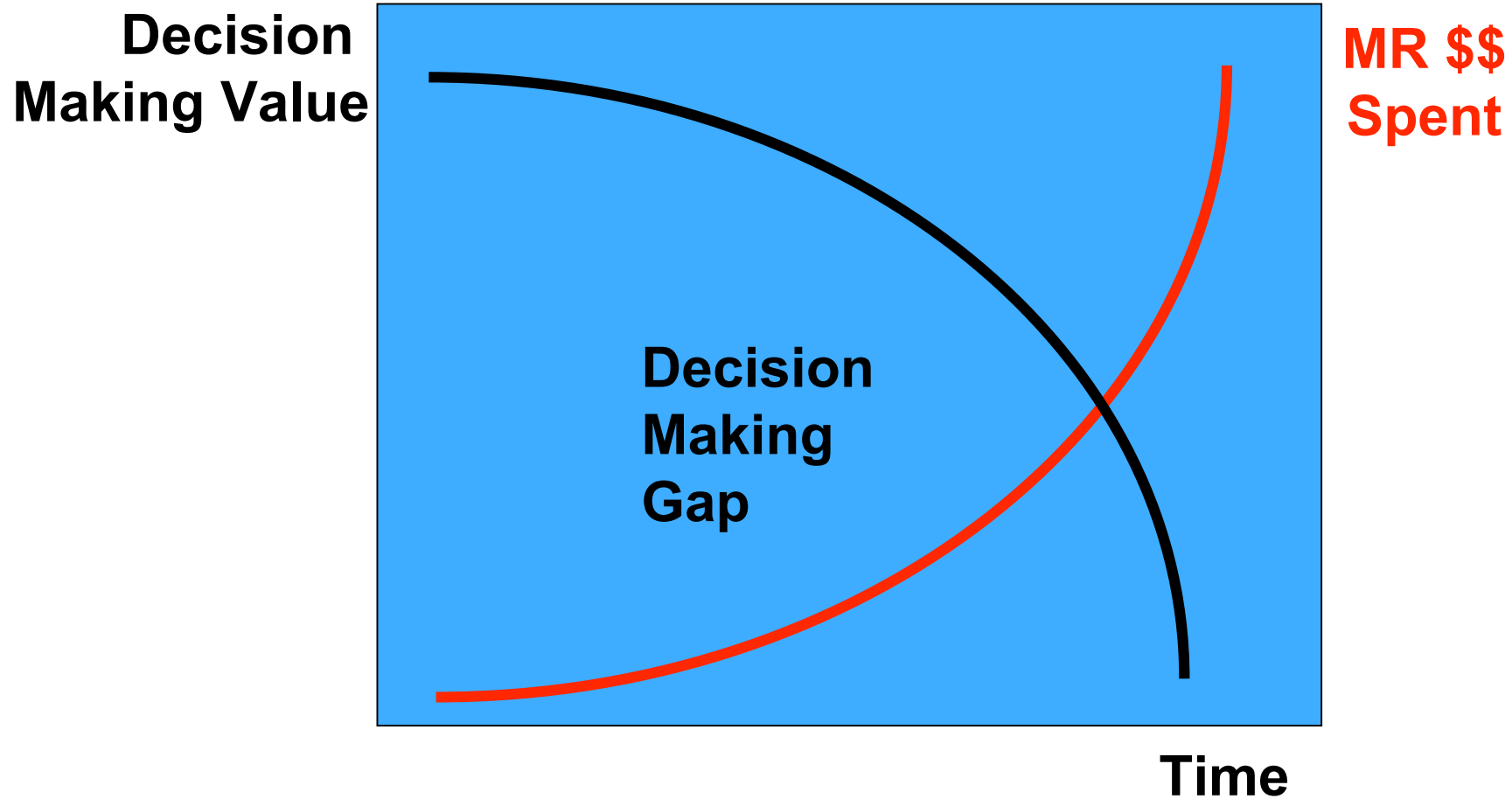
Because How Drugs are Adopted and Purchased is Changing Rapidly



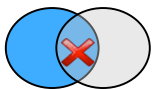
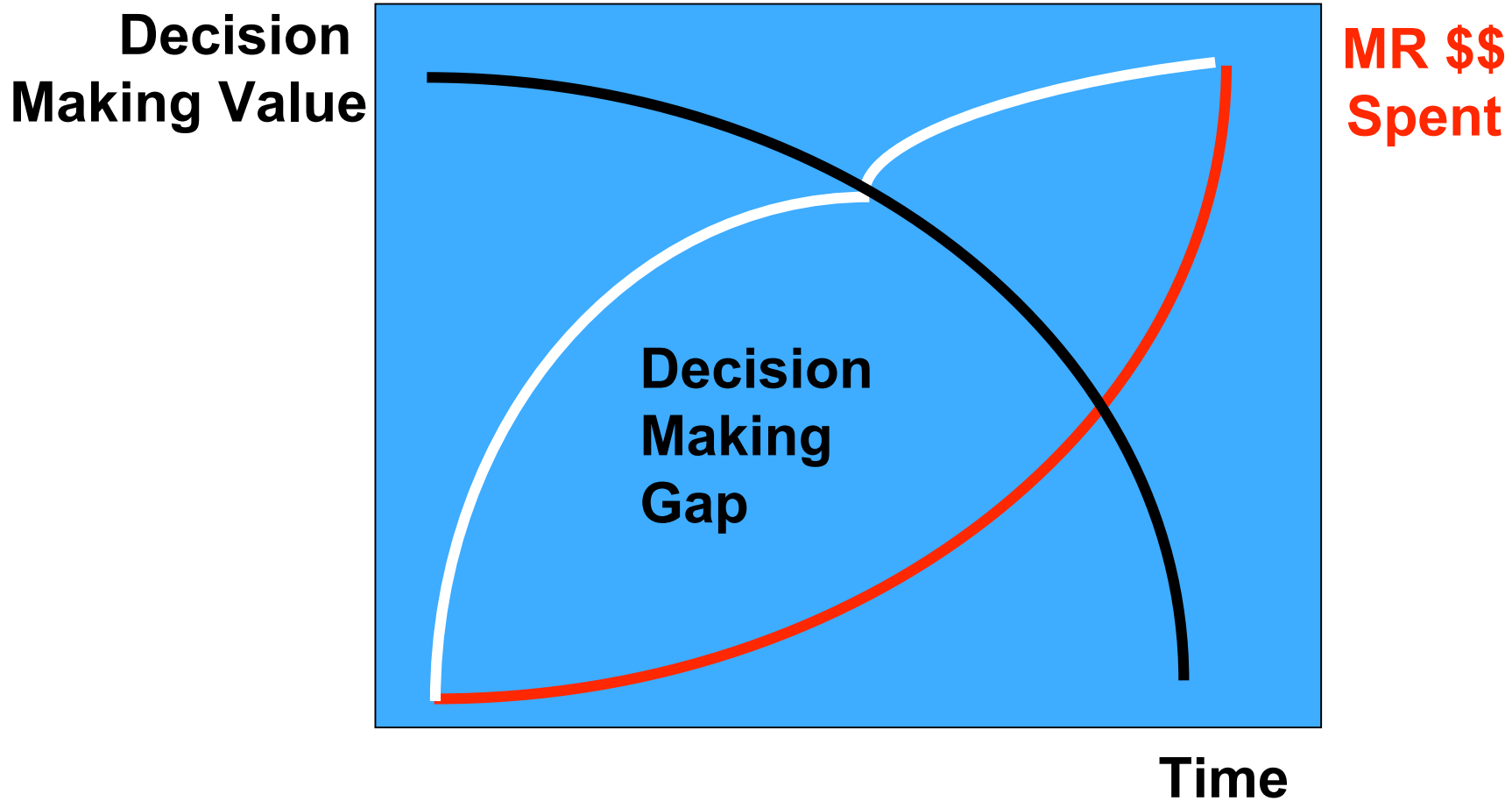
Brilliant Insight = Practical Insight



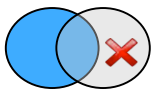
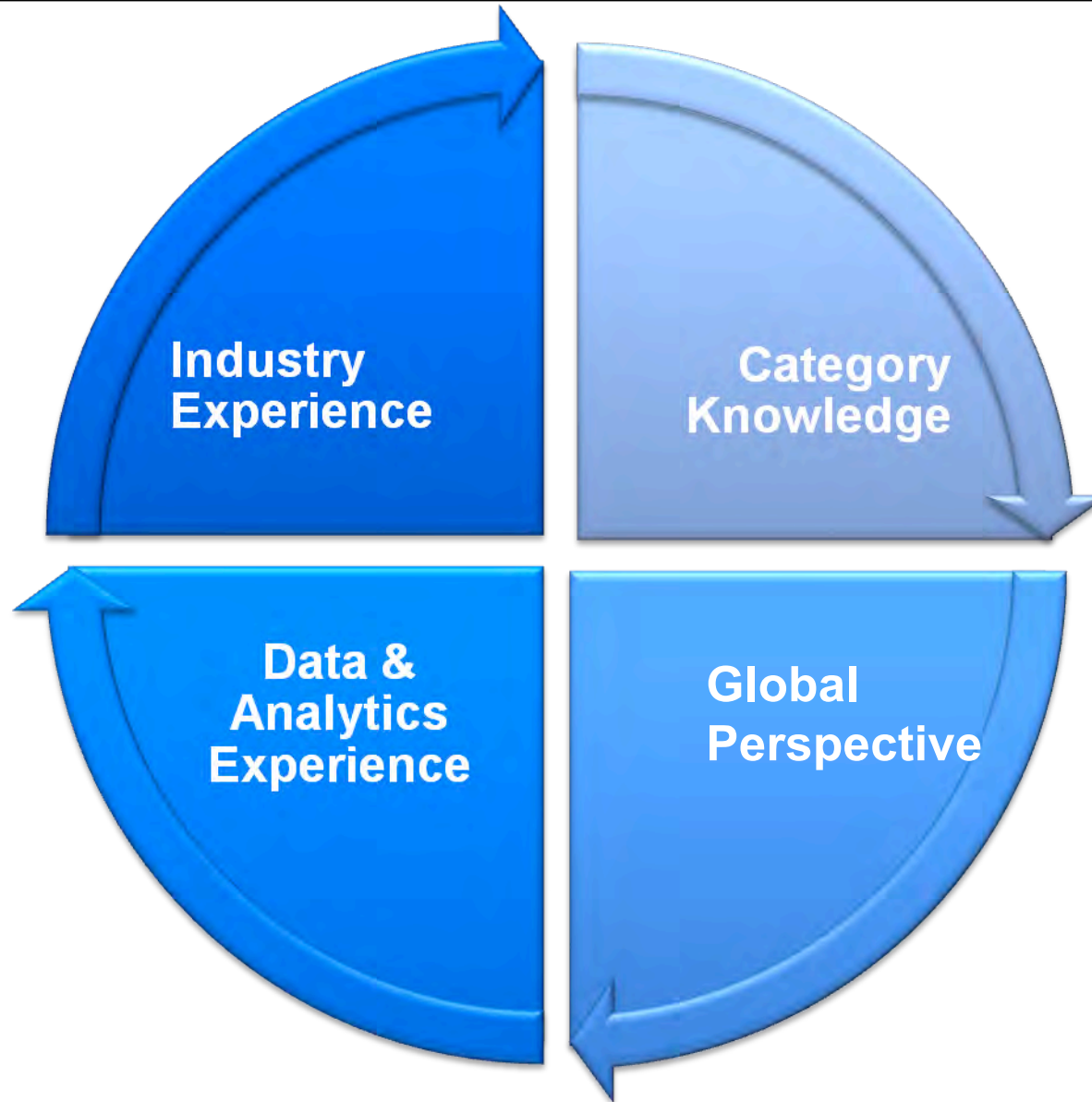
Marketing Research Needs to Do More With Less: Better, Faster, Cheaper



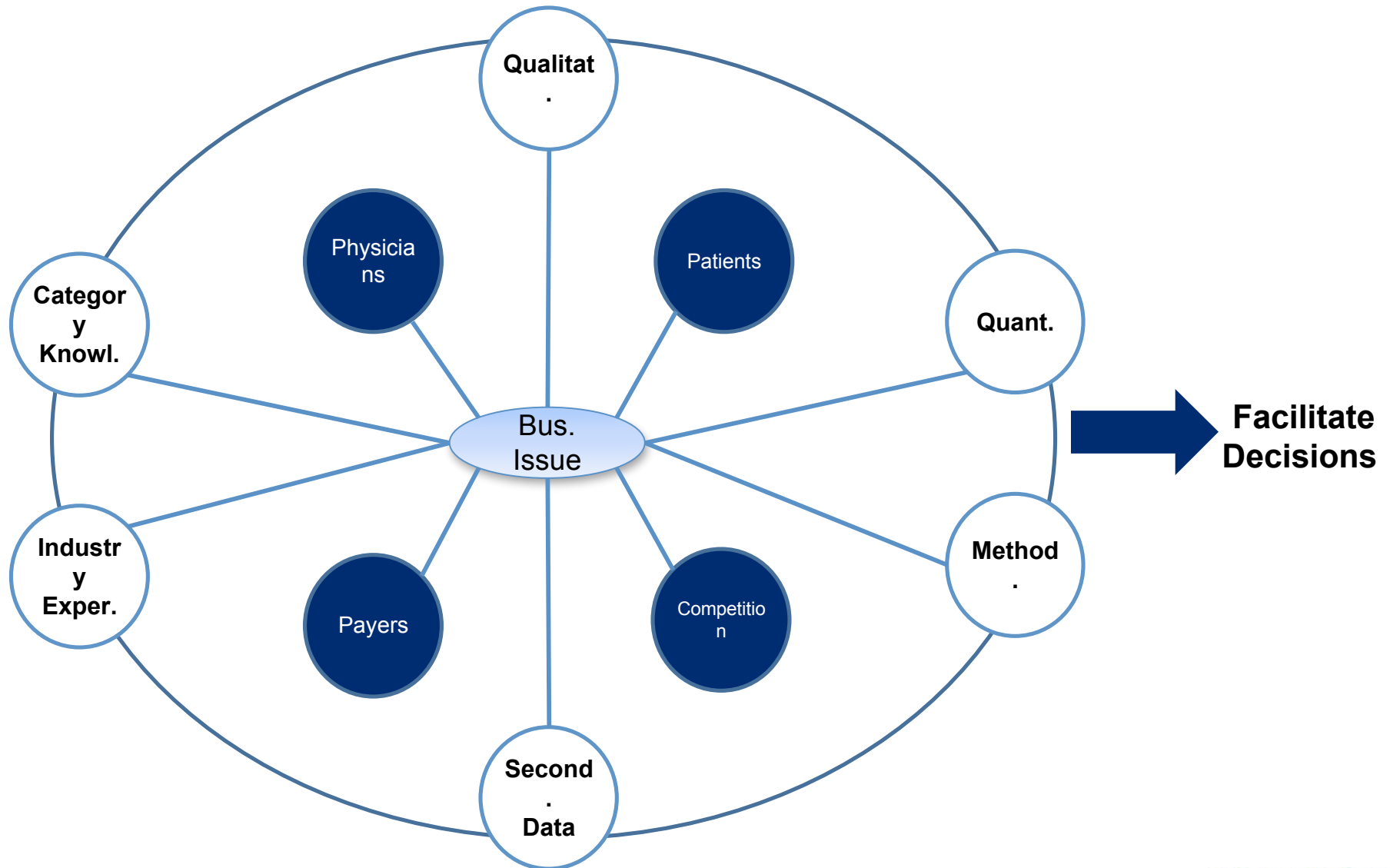
Marketing Research Needs to Do More With Less: Better, Faster, Cheaper



The New Researcher and Partner Needs to Have the Following Ingredients.



And Be Able to Bring Everything Together to Build a Meaningful Story for Senior Executives



Some Examples of Marketing Research that Executives Liked*



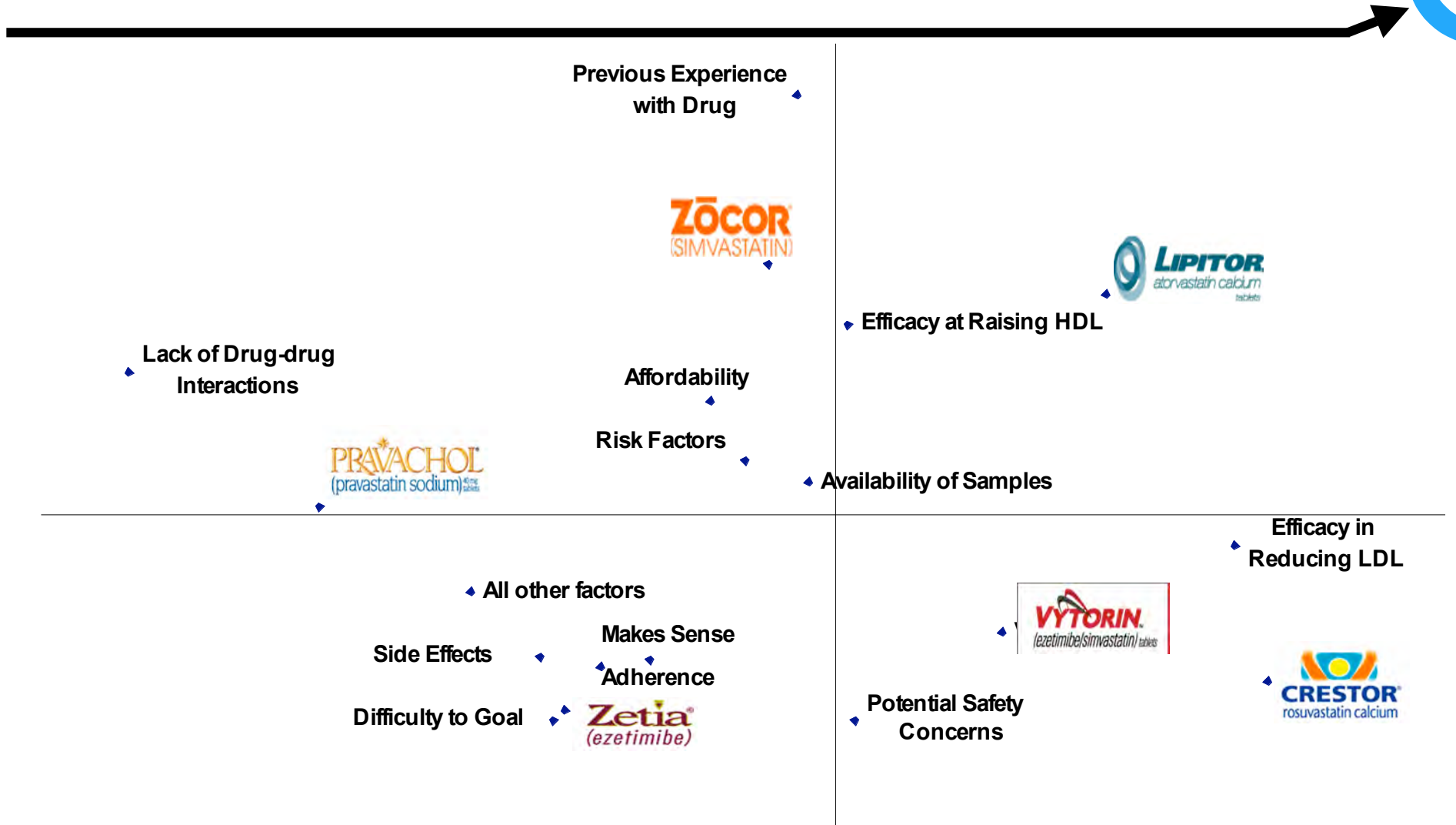
- ◉ Crestor Turnaround
- ◉ Crestor Long Range Portfolio Planning
- ◉ Assessment of a New Business Opportunity
- ◉ Evaluation of a Lifecycle Strategy for Seroquel

Crestor Turnaround---Some Background

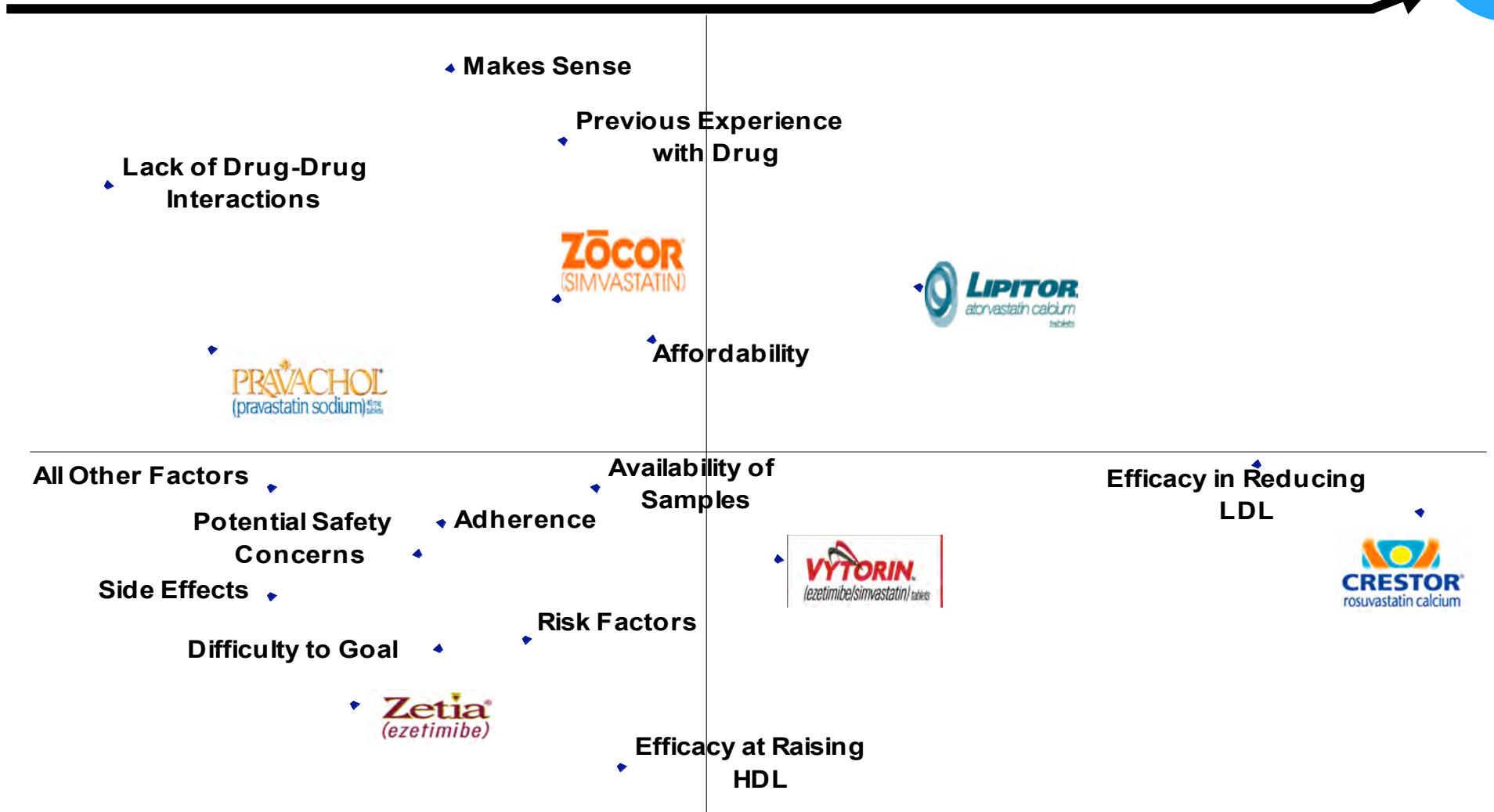


- ⦿ **End of 2004, Crestor cited for safety related issues**
 - ⦿ **On all US TV channels and Newspapers**
- ⦿ **Crestor lost significant market share in a period of two weeks**
- ⦿ **Senior level task force was formed to assess:**
 - ⦿ **Could Crestor be turned around**
 - ⦿ **What was the best way to achieve that goal**
- ⦿ **Healogix acted as both strategy consultant and research partner to help the Brand and Company Leadership define the optimal way forward**
 - ⦿ **Qualitative and Quantitative Evaluation**

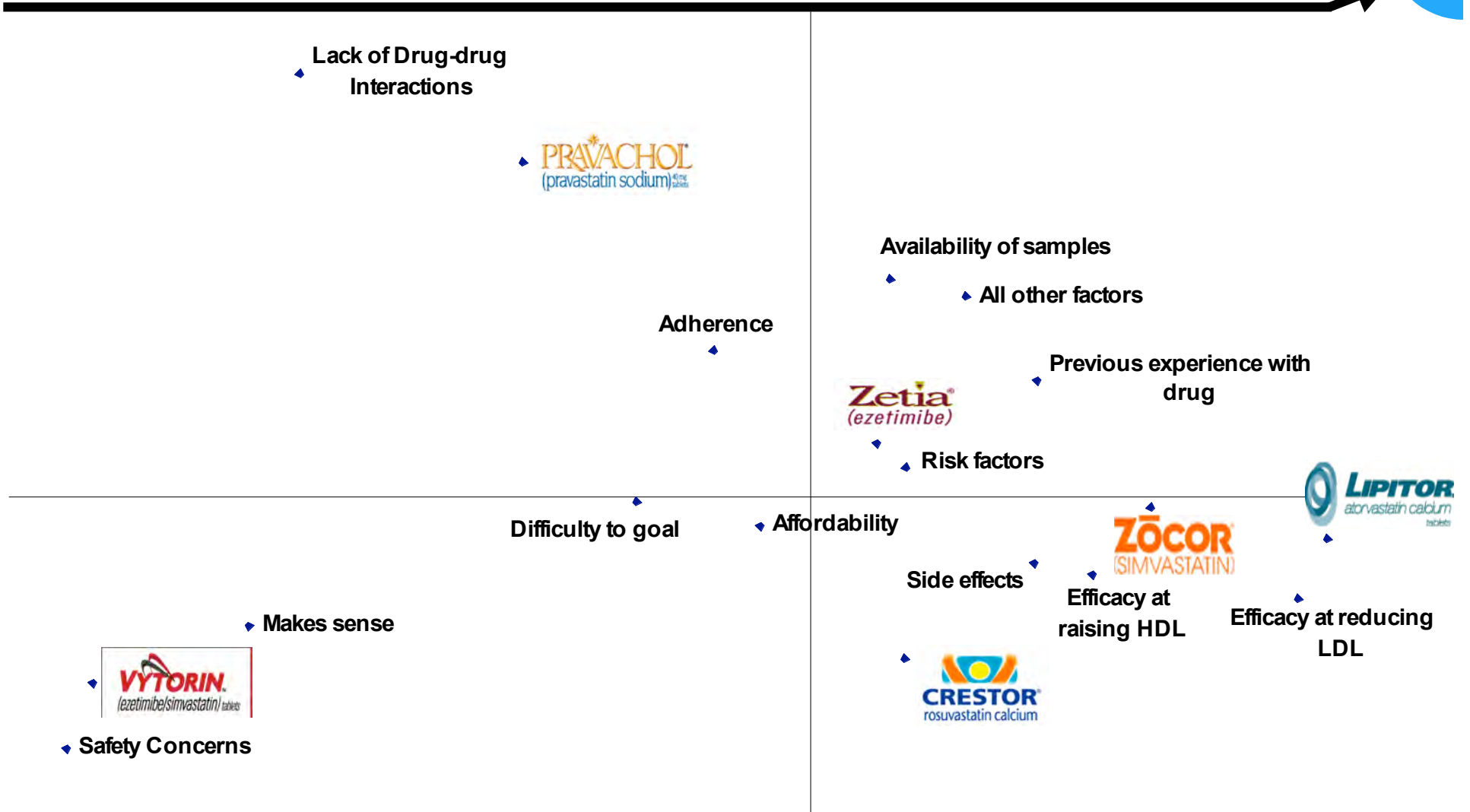
Combined Positioning and Segmentation-Total Sample



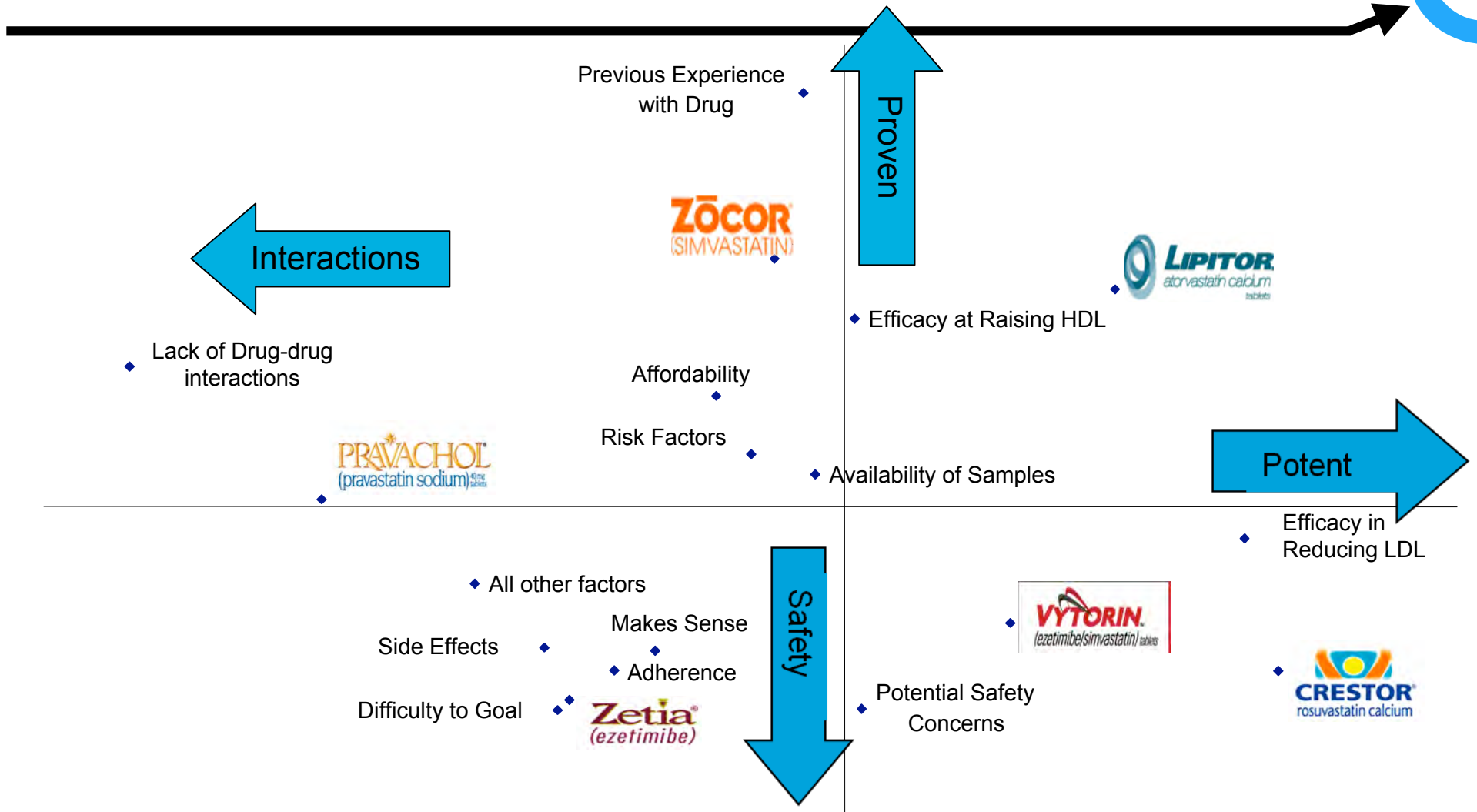
Combined Segmentation and Positioning-Loyalists



Combined Positioning and Segmentation--Non Writers



Healogix: Bringing It All Together to Drive Future Value



Implications of Research



- ◉ Focus on Higher Risk Patients
- ◉ More Focused Detailing
- ◉ Provided Offensive Strategy for Moving Forward; Defensive Hedge Against Zocor Going Generic

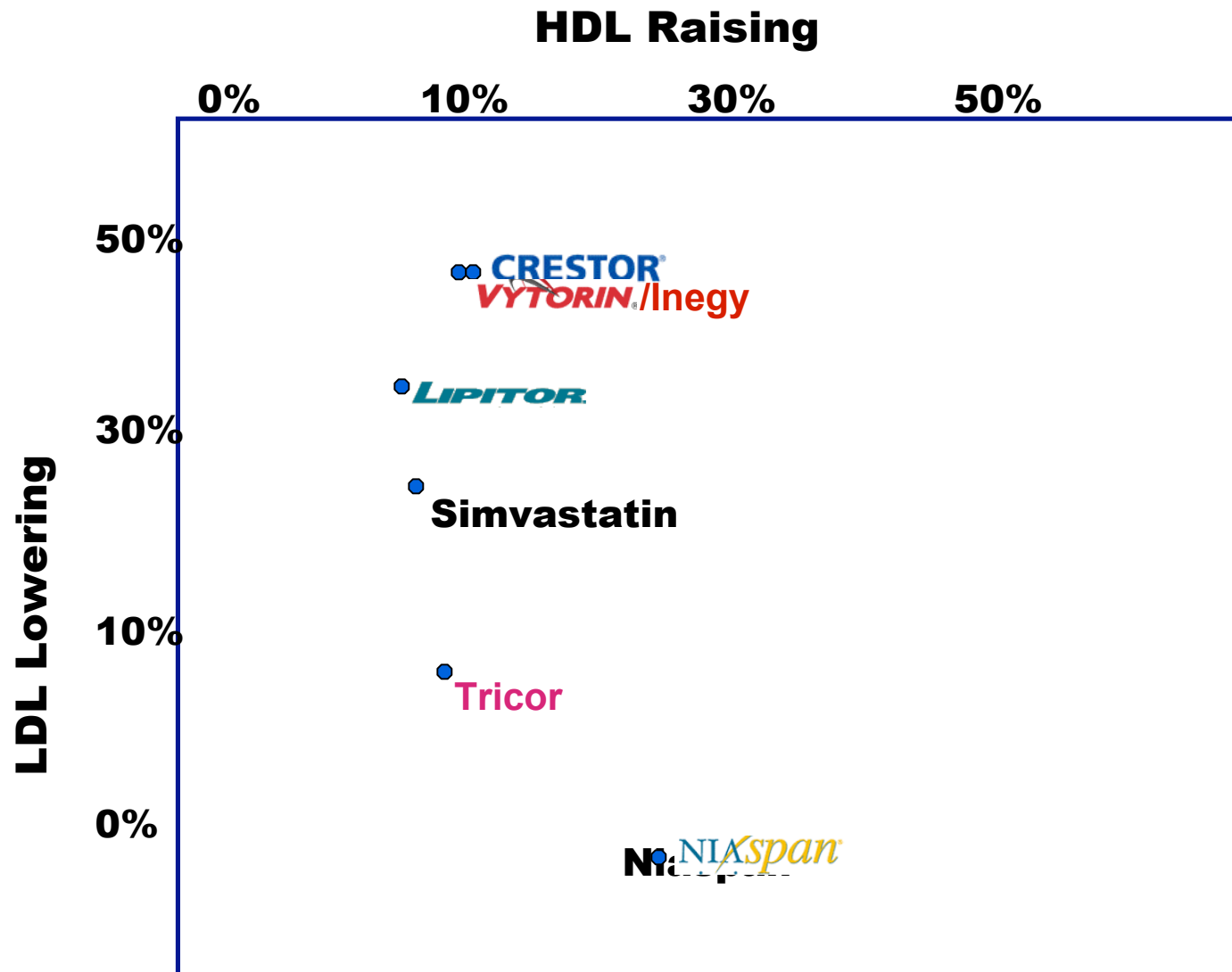
- ◉ Helped add \$1B in sales in 2006

Crestor Long Range View of Opportunity Landscape

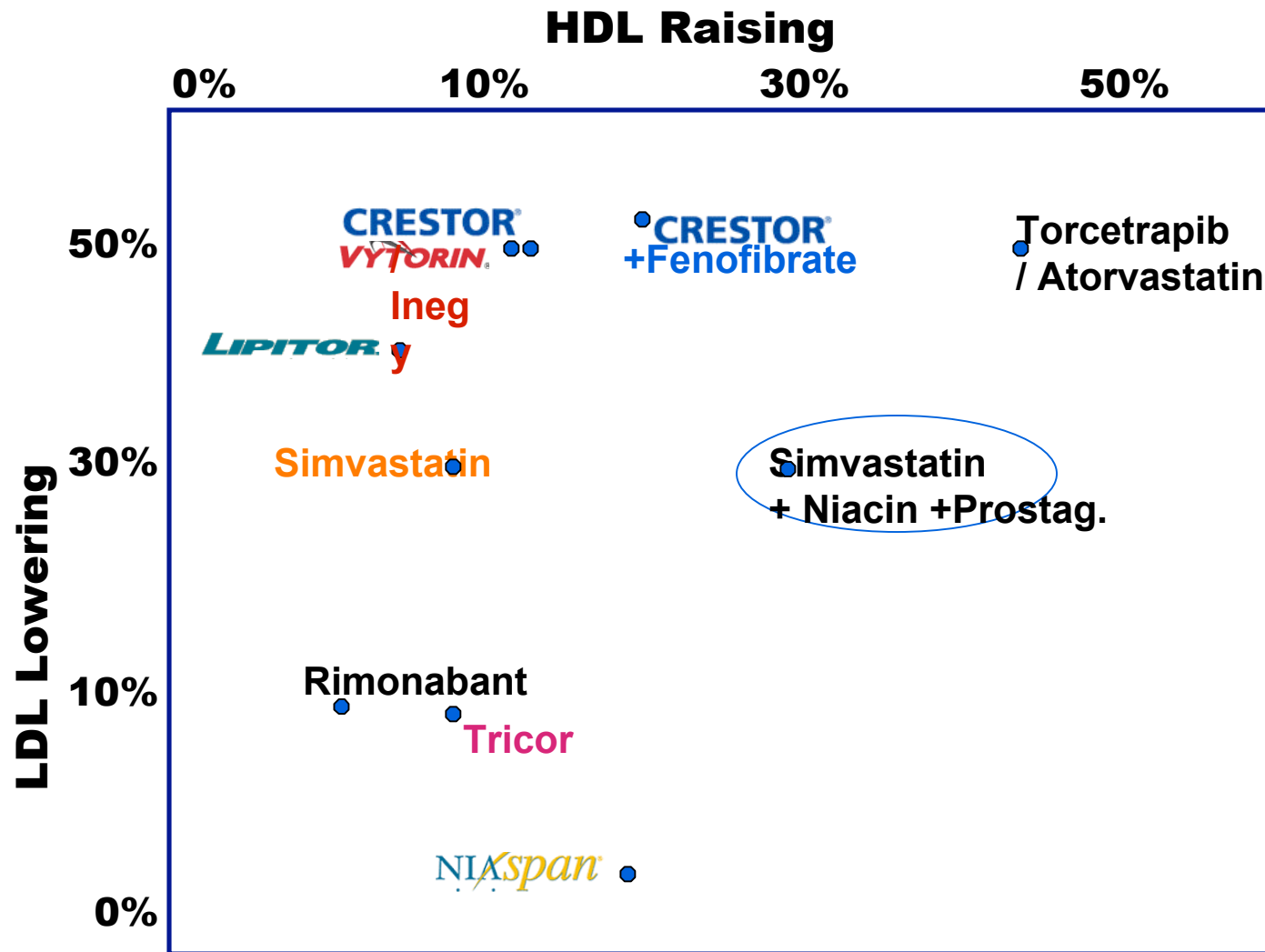


- ◉ Goal was to help optimize Crestor long term sales and evaluate lifecycle and portfolio opportunities globally---2006-2014
 - ◉ Generic Zocor (Simvastatin) on horizon
 - ◉ Generic Lipitor (Atorvastatin) in 2011
 - ◉ Torcetrapib expected to launch in 2010
- ◉ Qualitative Evaluation included Physicians (CD, PCP, Endo—US, EU, Japan, China), Payers (US and EU), and Patients (US, EU, Japan, China)

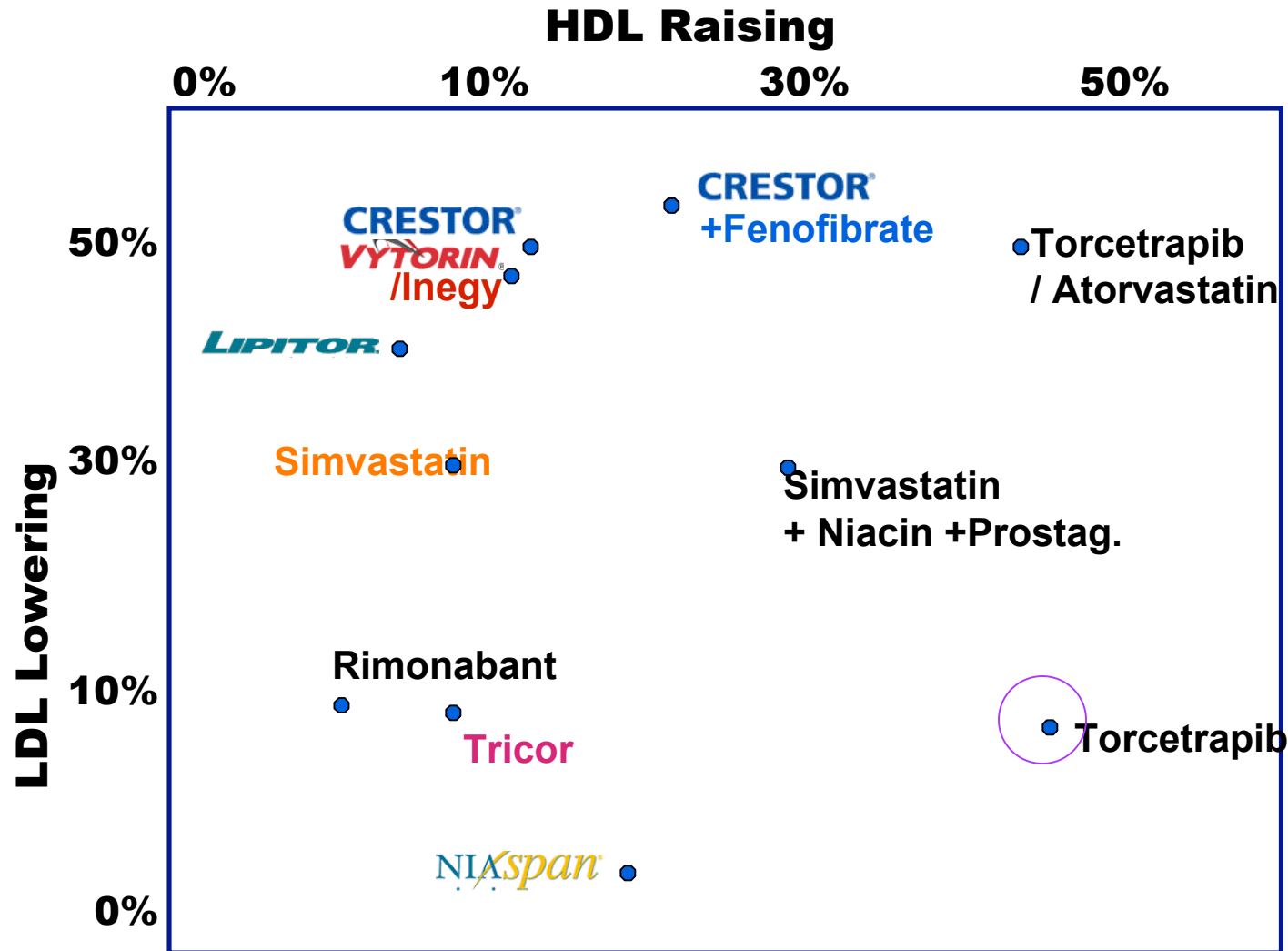
Lifecycle Management: Mapping How the Landscape Will Change



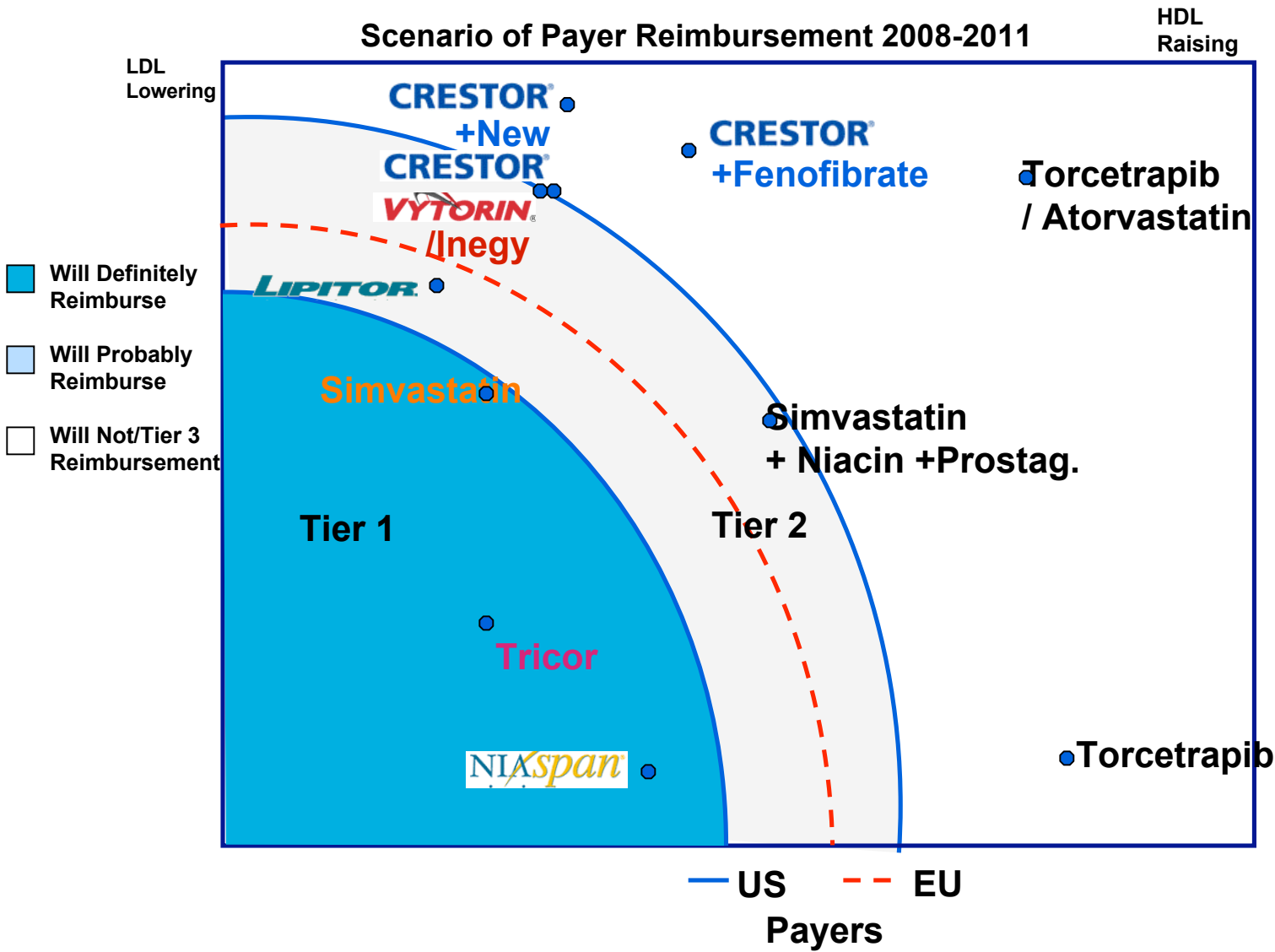
The Merck Simvastatin-Nicotinic Acid combination is useful for raising HDL, but perceived as inferior to Torcetrapib/Atorvastatin



A combination of Torcetrapib + CRESTOR would be ideal.
The challenge will be pricing of the combination.

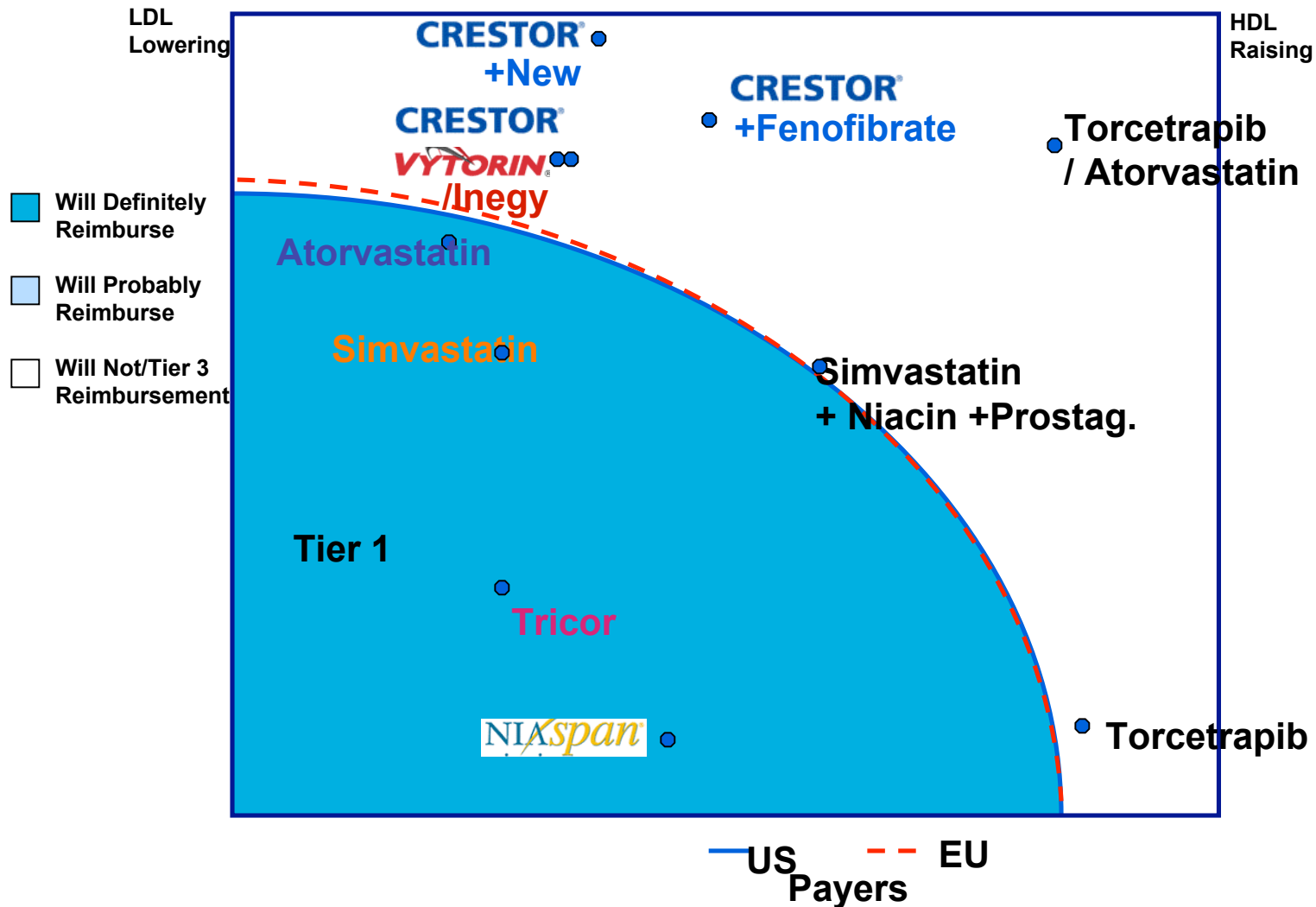


The Expected US and EU Payer Landscape subsequent to Simvastatin Going Generic*



Once Atorvastatin Goes Generic, the Reimbursement Zone could bifurcate ...hence the Need for Outcomes

Scenario of Payer Reimbursement Post Generic Atorvastatin



Implications



- ◉ Crestor Team Made Senior Management Aware of Shrinking Brand Opportunity Due to Generics Longer Term
- ◉ Refined AZ's Longer Term Thinking as to Potential Combinations, Drugs in Development, and Licensing Opportunities

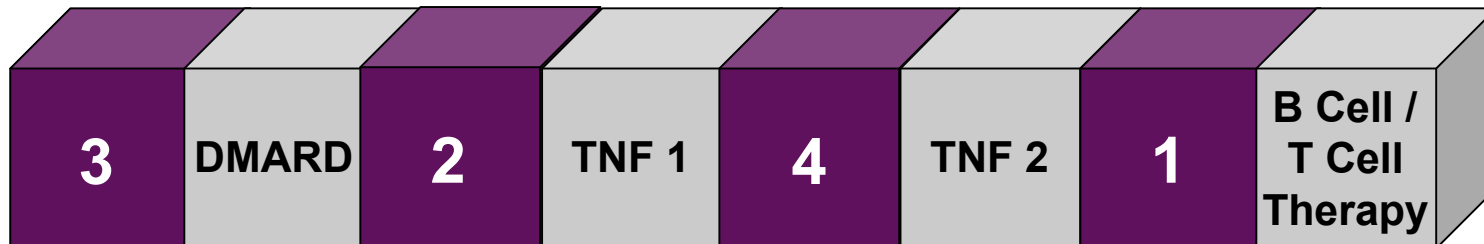
Opportunity Assessment for a New Business



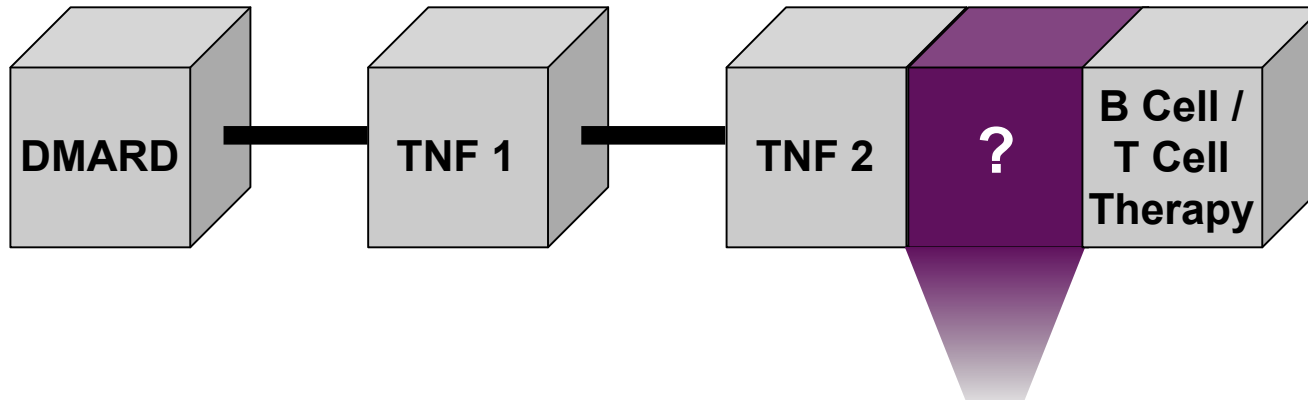
- Client had a Strategic Interest in Entering the RA market
 - Oral product in development
 - Early Phase II
- Question is What Clinical Endpoints are Needed to Maximize Penetration in the US and EU
 - What are the minimum thresholds needed to penetrate the market?
- Study included Phys (Rheum's, PCP), Payers (US and EU) and Patients (US and EU)
- Qualitative and Quantitative Evaluation



What's the Opportunity?



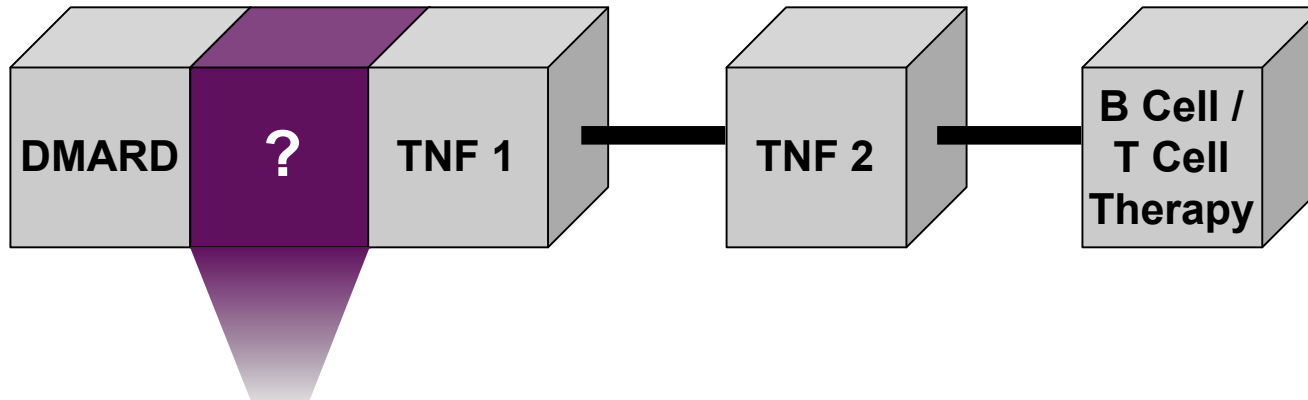
Opportunity : Patients on TNF Who Fail to Respond



Opportunity Profile: Rheumatologist Driven, Efficacy Focused? Safety?

Efficacy	≥TNF?
Mode of Administration	Injectable or oral preferred; infusion ?
Dosing	vs TNF?
Safety	vs TNF?
Side Effects	vsTNF?
Cost	Relative to TNF?

Opportunity: Patients on DMARD's Who Fail to Respond



Opportunity Profile: PCP or Rheumatologist Driven?, Safety Focused?

Efficacy	vs TNF? vs DMARD?
Mode of Administration	Oral?; injection?
Dosing	Oral? Injection?
Safety	vs DMARD? Vs TNF
Side Effects	Vs DMARD? vs TNF
Cost	Vs DMARD? Vs TNF

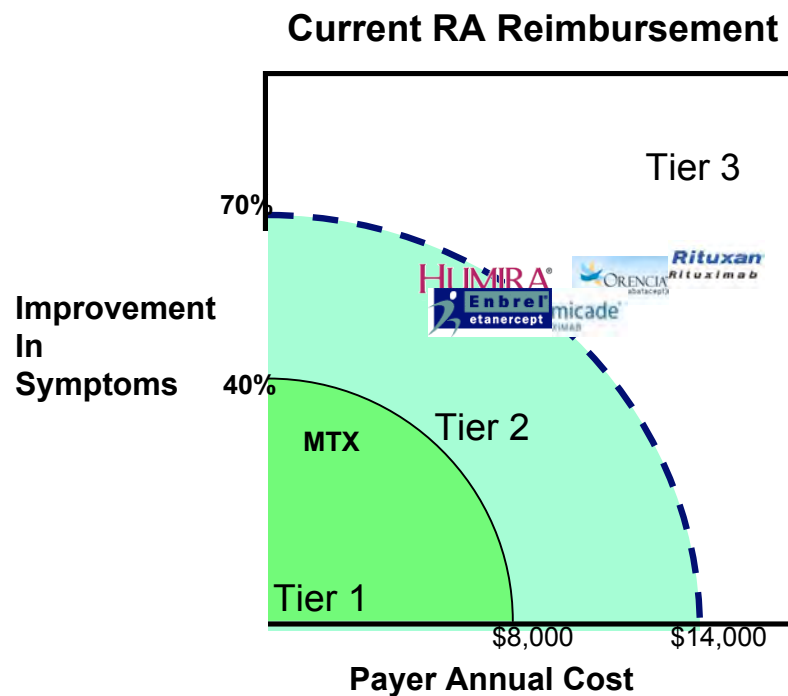
How will Payers Affect Pricing and Market Access? More Competition = Greater Leverage for Payers



○ Payers

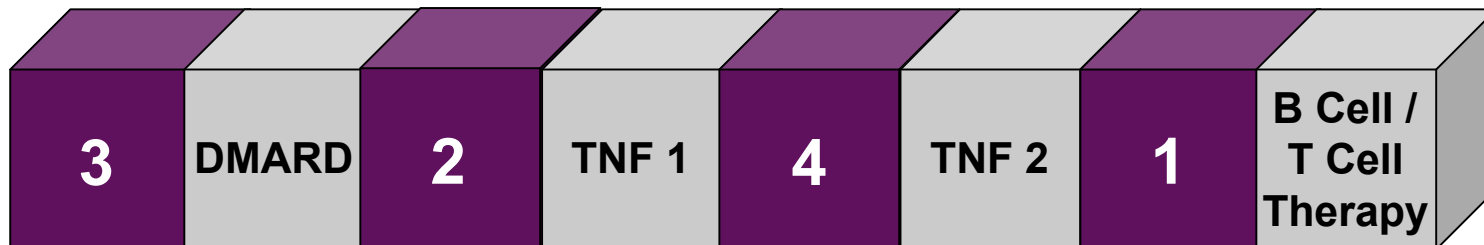
- Requiring MTX Use Before Anti-TNF
- New Plan Design – Higher Co-Payments to Patients (the new payer)
- Step Edit – One or Two TNFs on Tier 2, Lower Prices

○ Market Size Drops by About 30% Due to Lower Price





How Do You Win?


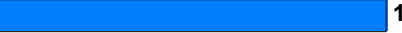
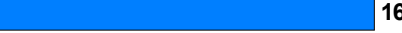
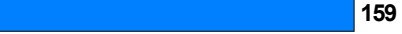



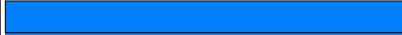
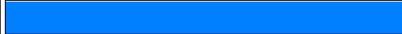

What Does it Take to Win? Need to Align Clinical Trials with Value Drivers







(ASEMAP Handles Up to 60 Attributes, Exclusive to Healogix)

Value Drivers Analysis for TNF Alternative Opportunity

Physician Attribute	Value Drivers	US	EU
Percent reduction in degree of pain	 182	213	181
Ability to stop disease progression	 174	171	180
Reduction of swollen, tender joints	 168	166	172
Duration of pain relief	 159	156	168

Patient Attribute	Value Drivers	US	EU
Ability to work, travel, exercise	 180	189	174
Percent reduction in degree of pain	 166	165	172
Incidence of cardiovascular side effects	 165	154	174
Ability to stop disease progression	 147	137	160

Payer Attribute	Value Drivers	US
Ability to stop disease progression	 180	192
Improved patient quality of life	 166	179
Incidence of renal side effects	 165	161
Improved compliance	 147	160

Identify Thresholds for Successful Commercialization



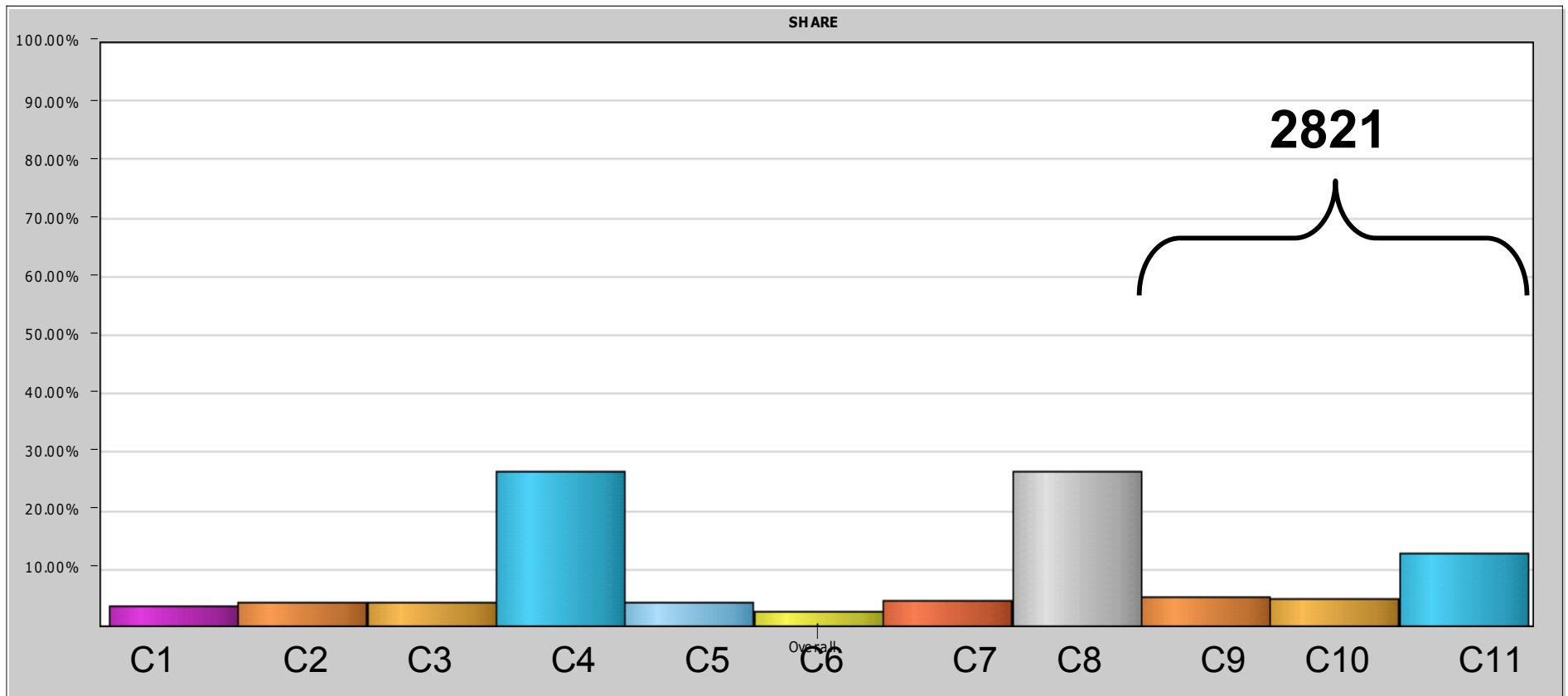
% Reduction in Degree of Pain	% Physician Respondents Selecting Each Level		US (%)	EU (%)	Part-Worth Utility (Global)
	Degree of pain reduced by <30%		0	0	0.3
	Degree of pain reduced by >30% but <50%		5	10	0.4
	Degree of pain reduced by >50% but <70%		50	40	0.5
	Degree of pain reduced by >70%		15	15	0.6

Ability to Travel, Work, Exercise	% Patient Respondents Selecting Each Level		US (%)	EU (%)	Part-Worth Utility (Global)
	Can leave the house for minutes (e.g. take a walk)		0	0	0.3
	Can leave the house for hours (e.g. run errands)		5	5	0.4
	Can leave the house for a full day (e.g. working day)		50	40	0.5
	Can leave the house for days or weeks (e.g. travel)		30	35	0.6

Stop Disease Progression	% Payer Respondents Selecting Each Level		US (%)	Part-Worth Utility (Global)
	Treatments can be extended by <6 months		0	0.3
	Treatments can be extended by 6 - 12 months		5	0.4
	Treatments can be extended by 12 - 18 months		50	0.5
	Sustained remission for > 18 months		30	0.6

* Charts in this slide are intended only to demonstrate possible output, and do not represent actual data or relationships

Preference Share for Alternative Profiles



Implications



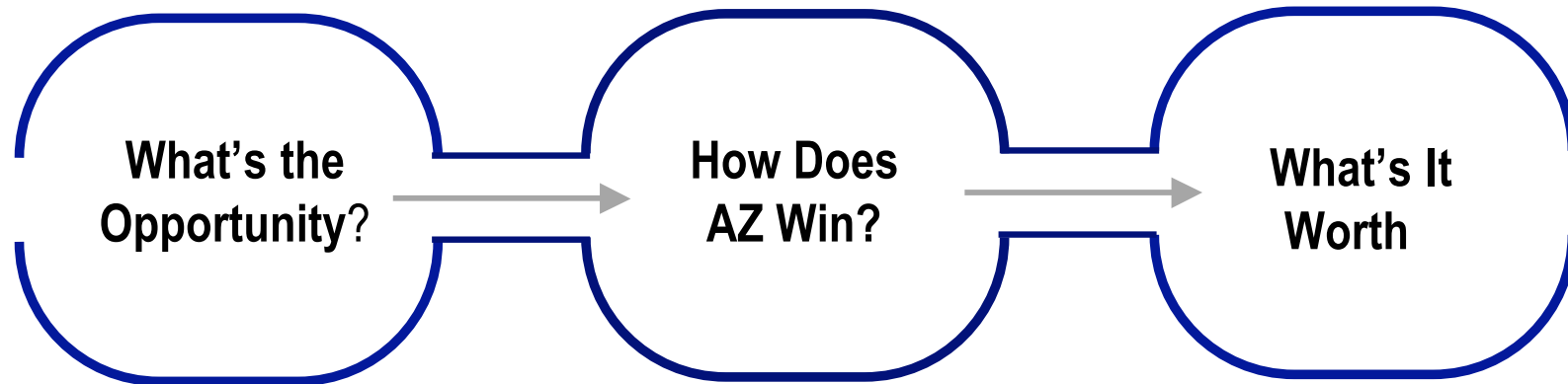
- ⦿ Drug Development Criteria Refined
 - ⦿ Critical Endpoints and Value Drivers Established
- ⦿ Likely Optimal Commercialization Path Forward
- ⦿ Positioning Relative to Future Competition Established
- ⦿ Healogix Data is key input into company forecasting model

Lifecycle Evaluation of Seroquel



- Evaluate new opportunities for Seroquel
 - Combinations?
 - New Patient Populations?
 - New Indications?
- Study conducted with Physicians (Psych, PCP) in US and EU, Payers (US, EU)

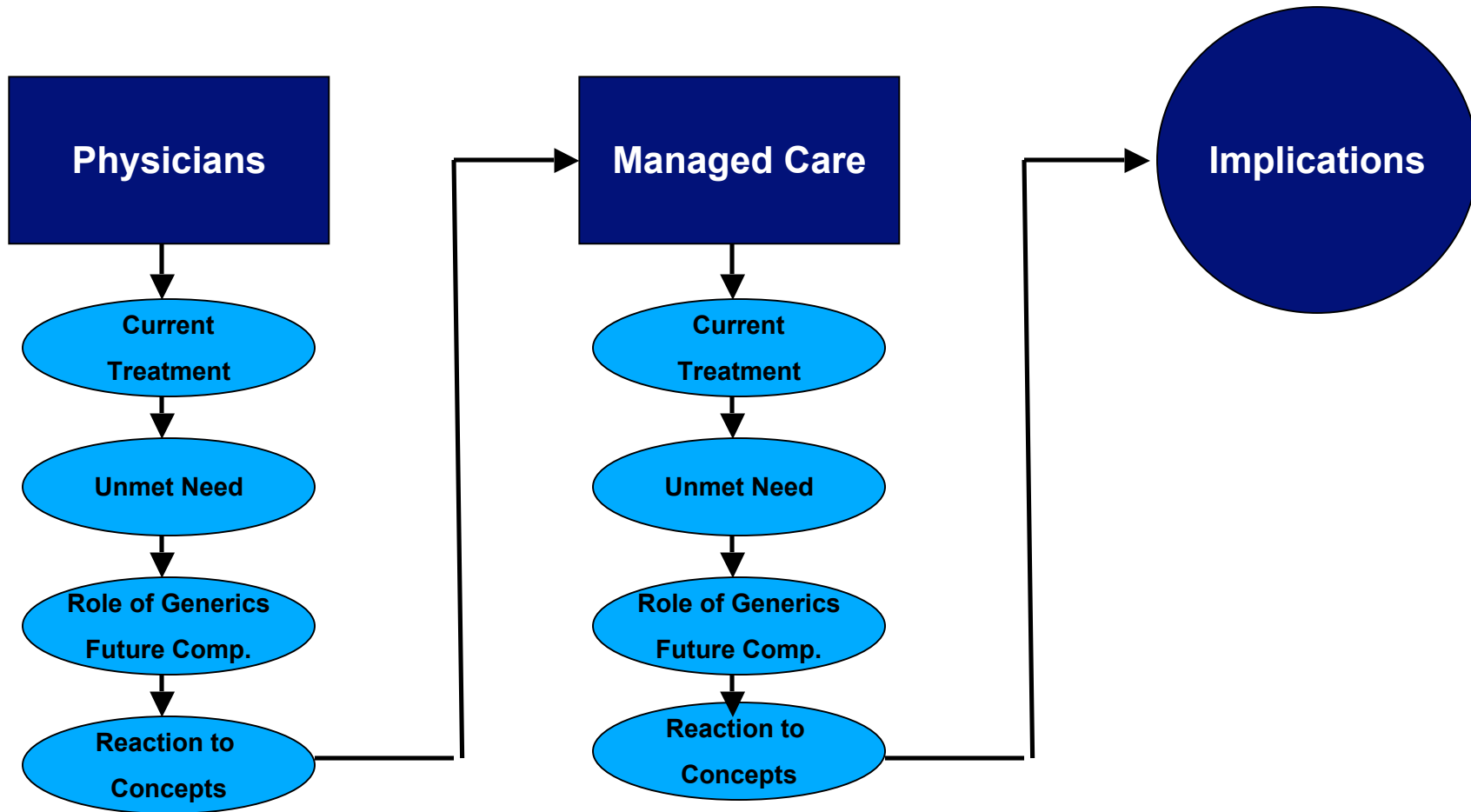
Engagement Objectives



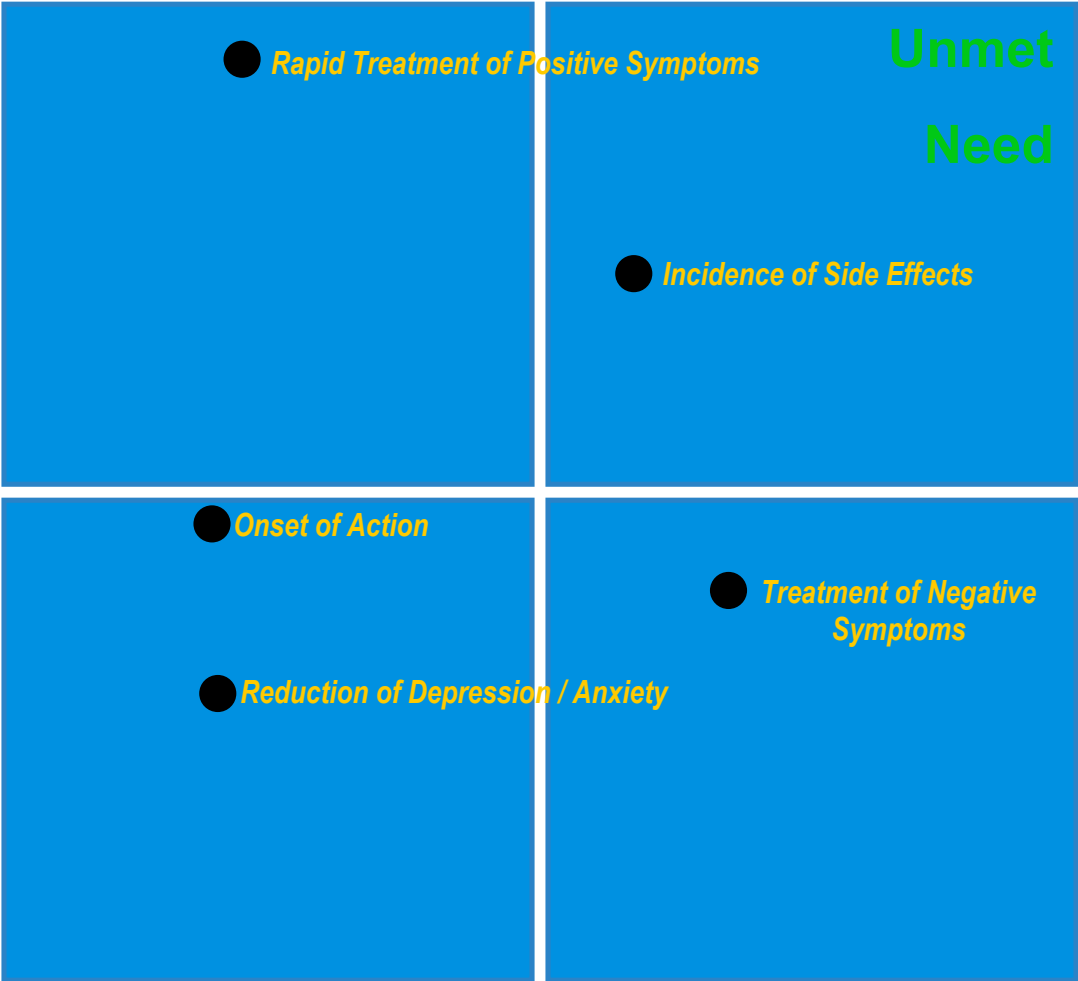
Interviewing Approach for This Engagement: Fusion Research



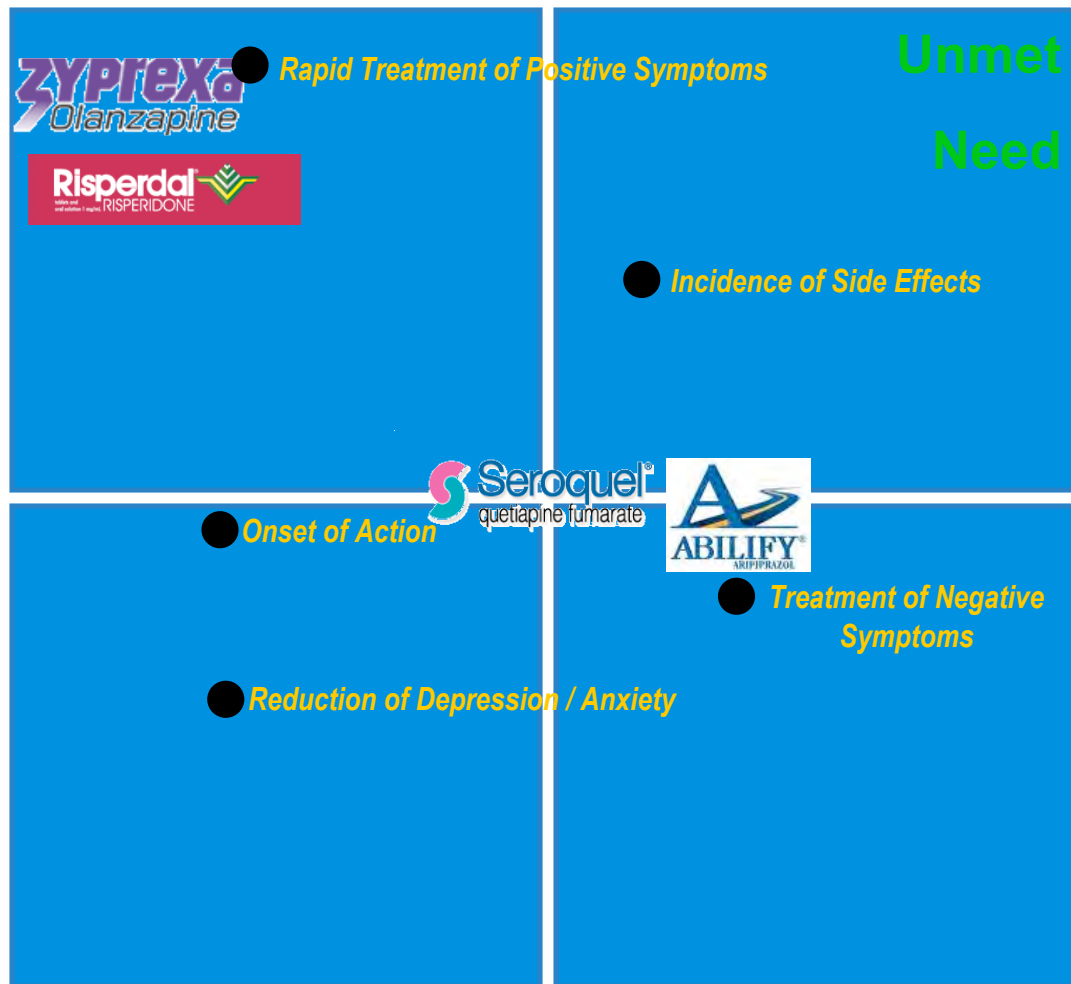
Discussion Flow



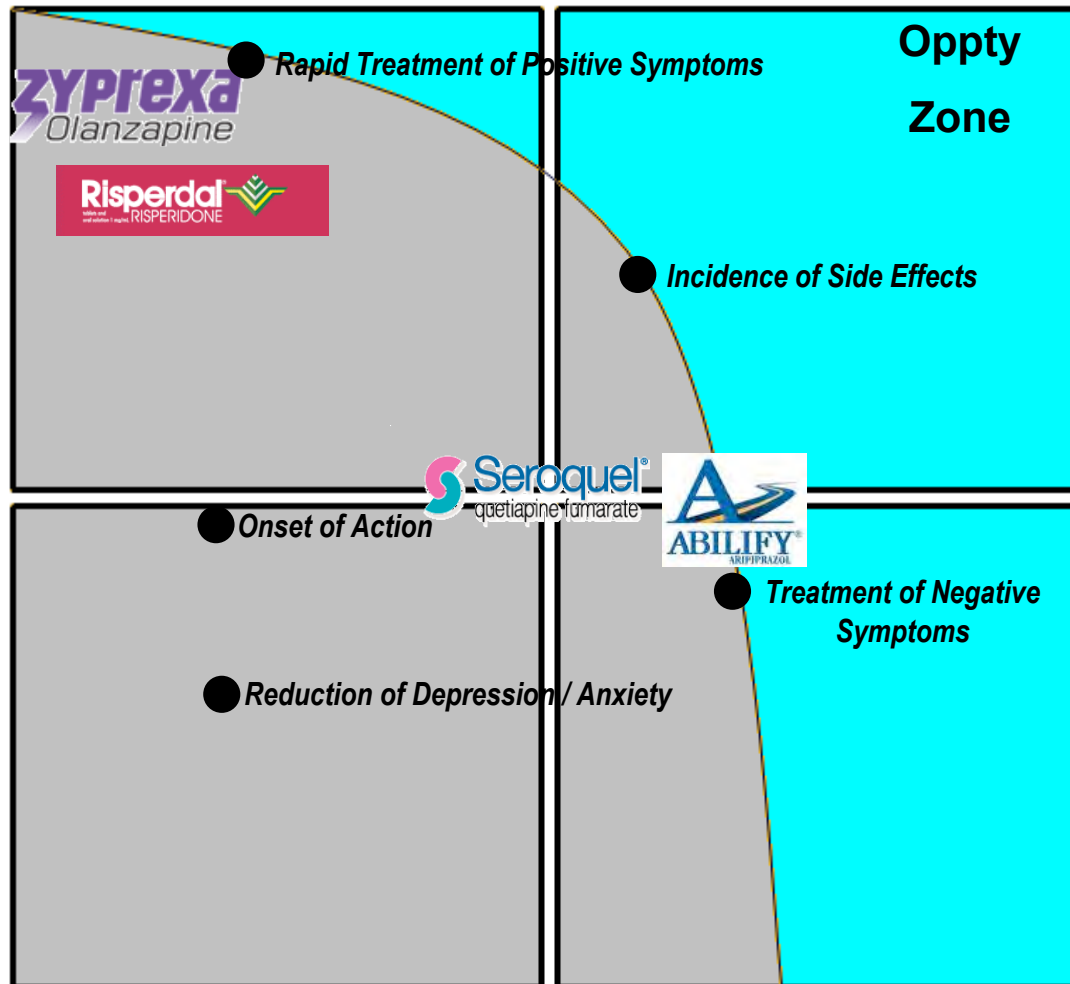
Current Market Landscape Leaves Plenty of Unmet Need



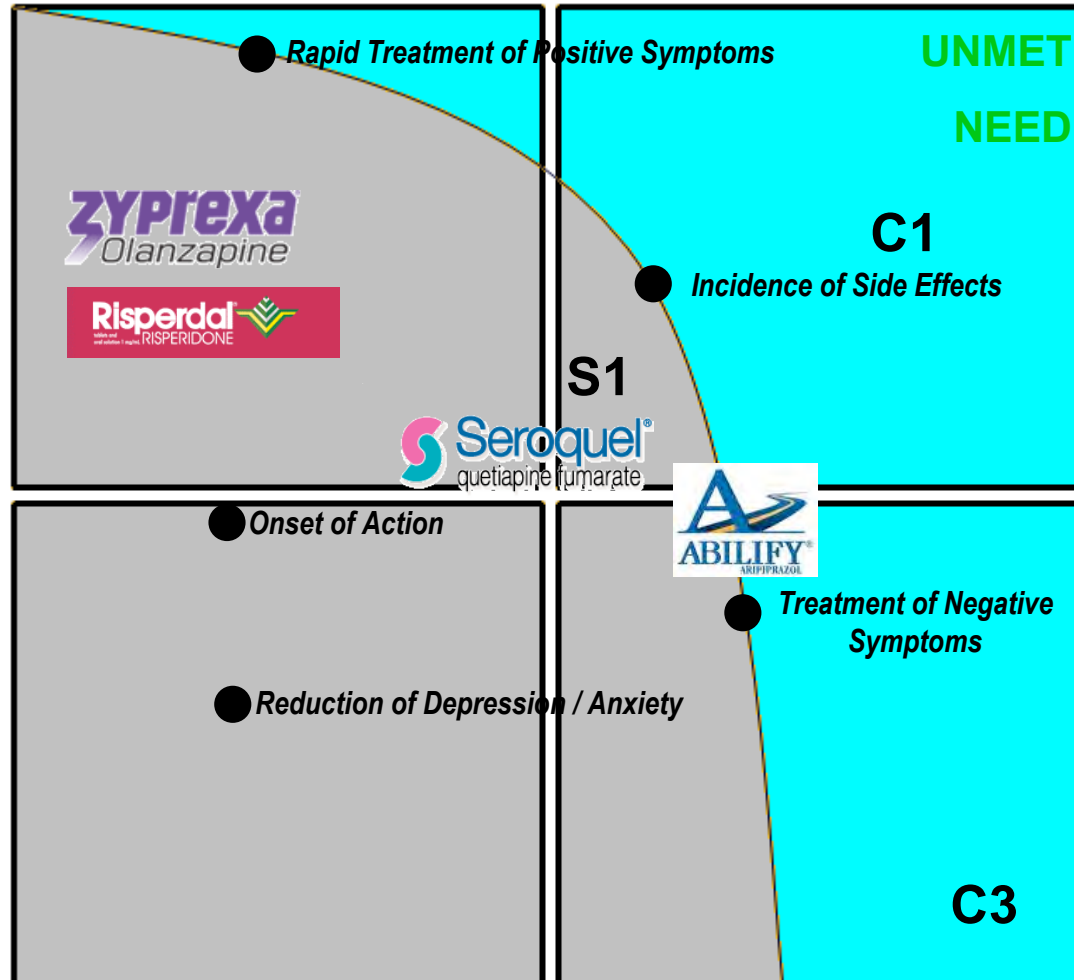
Current Market Landscape Leaves Plenty of Unmet Need



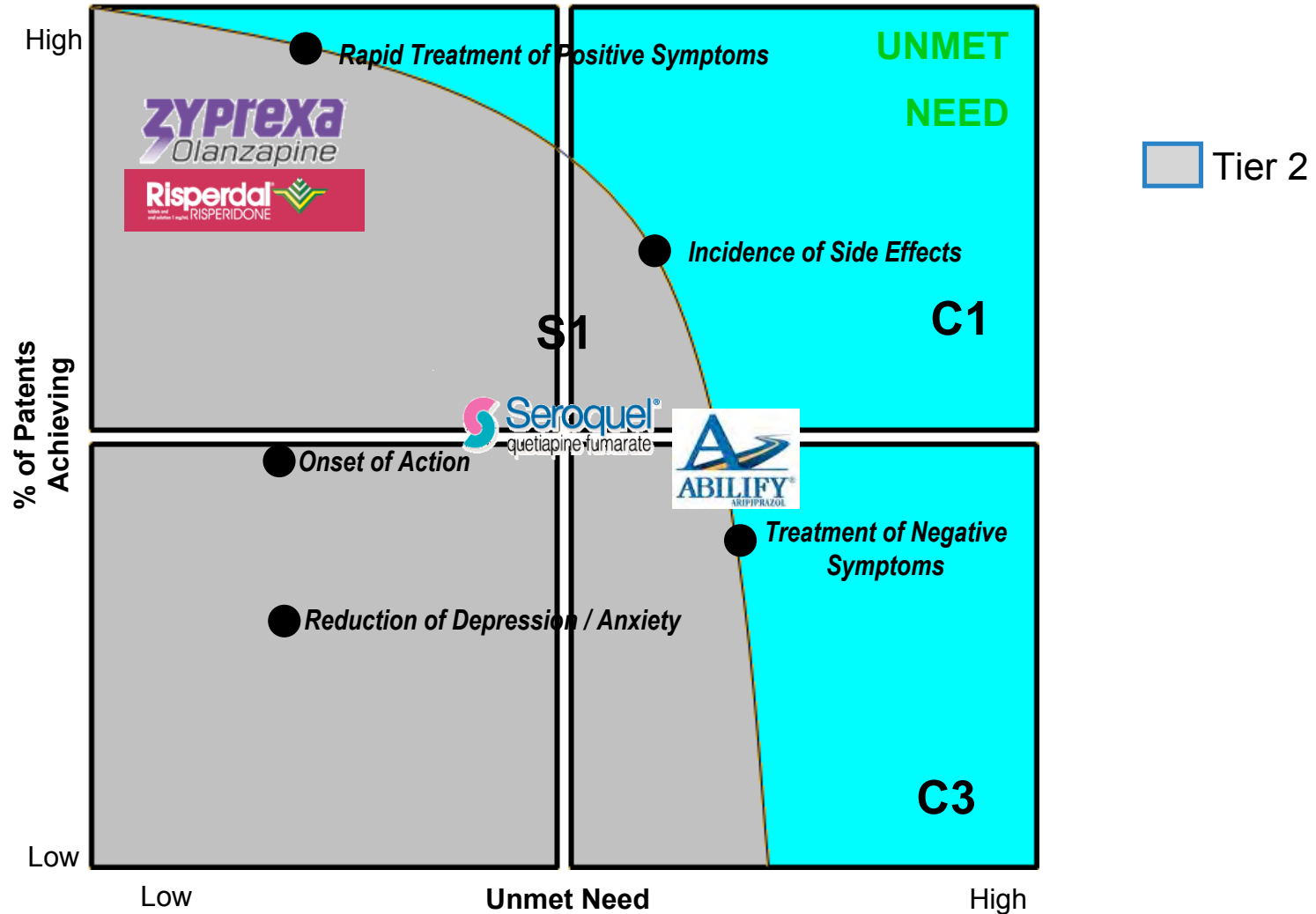
Zone of Opportunity Defined by Limits of Current Products



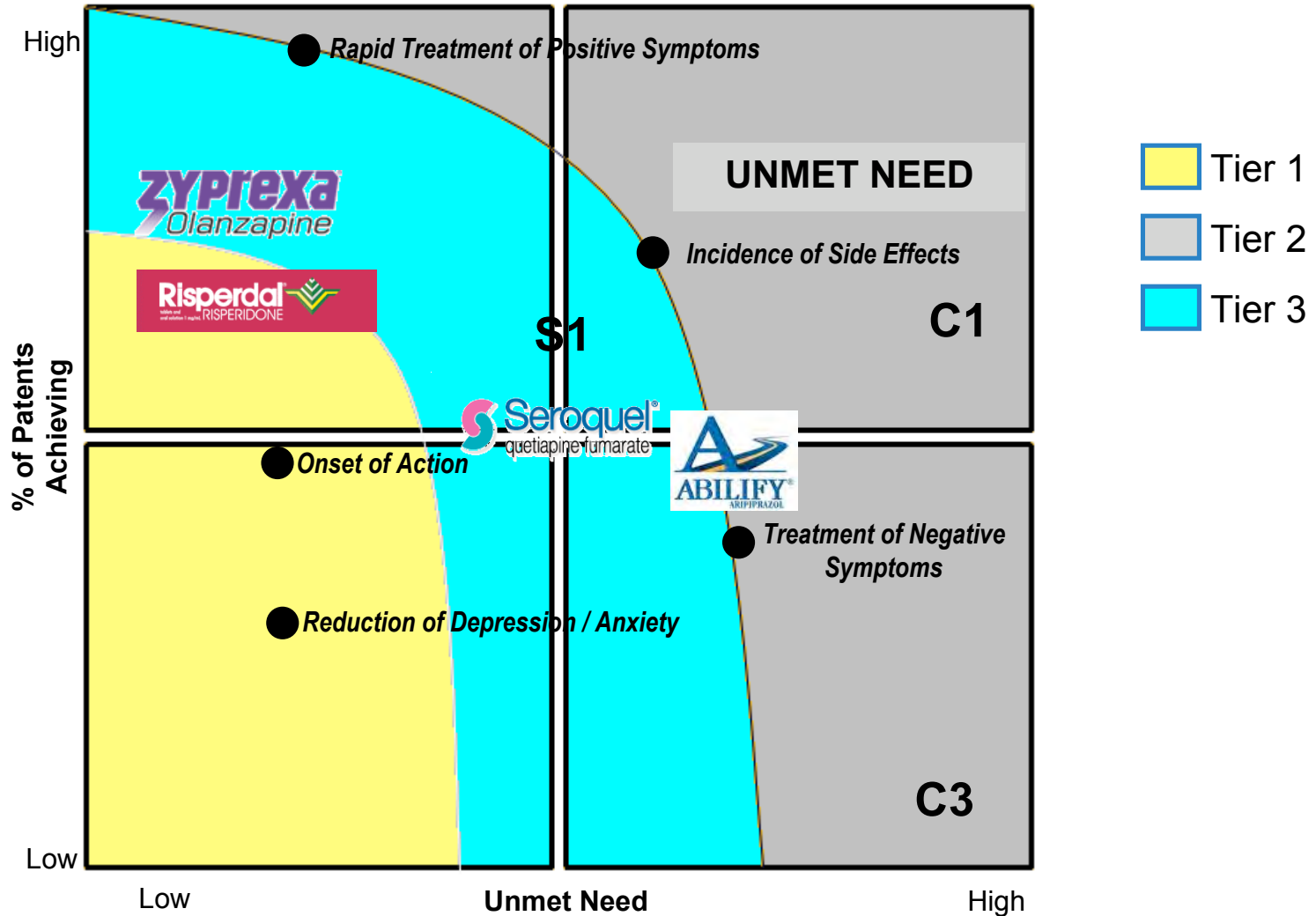
Only Oppty C1 Met Physician's Unmet Need



MCO's See the Current Landscape Much as Physicians Do---Reimburse All Current Therapies



MCO's: Assuming a Risperdal Step-edit, Current Tier 2 Brands Become Tier 3; New Value Added Products Would be Tier 2



Implications



- ⦿ AZ made strategic decisions as to how to best evolve Seroquel from its current position in the marketplace
- ⦿ Obviously, as this study was recently conducted, those conclusions are highly confidential.

In Conclusion: Research Can Be Made Quite Effective for Senior Management.



- ⦿ Keep the Data Concise, Relevant and Believable
- ⦿ Pragmatic, Actionable Recommendations
- ⦿ Build a Story that Knits It All Together
- ⦿ Get It Done Quickly, Cost Effectively

Turning Marketing Research Into Information Senior Decision Makers Will Value and Use

October 27, 2008

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