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Comparative reviews:
MarketResearch.com
Market Research (Profound) on
Thomson Business Intelligence

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VIP Index issues 1-28

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VIP Eye

VIP's sister publication VIP Eye is a twice-monthly subscription-only email newsletter, providing insightful current-awareness analysis of business information trends.

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- Who's doing what and how it affects you
- Inside stories and upcoming developments

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Cover

"Big city, small children"

Simon Foster

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Editorial



"We don't like their sound, and guitar music is on the way out." So said the Decca Recording Company when they rejected the Beatles in 1962. Maybe if Decca had researched their consumers more closely, they would have discovered that, far from being on the way out, guitar music had never gone away and was about to be part of a new wave.

Market research data is an essential and key component of the decision making process. Intelligence about products, companies, consumers and distributors is a vital part of the knowledge base of all producers of good and services. Given its importance, it's hardly surprising that *VIP* subscribers have asked that I look at market research aggregators and publishers.

VIP's own market research has shown that our subscribers appreciate comparative reviews, so you'll be pleased to hear that the next two issues will compare major players in the market research sector. This issue researches two aggregators, *Market Research on Thomson Business Intelligence* (previously known as *Profound*) and *MarketResearch.com*. Next month, *VIP* will look at major market research publisher Euromonitor and a couple of its competitors.

I'm currently organising which products to review for the May and June issues. You can have your say by visiting the *VIP Lounge* and adding a comment about which products you'd like to see included in these issues. Alternatively, let me know by emailing me directly at pam.foster@vivavip.com.

Remember, too, that *VIP* also accepts articles on information-related subjects. If you'd like to submit an item for consideration, then please contact me directly. As usual, I'm looking forward to hearing from you.

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