



**Reviews:**

Industry research from Snapdata  
Market research on Global Market  
Information Database (GMID)

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## Cover

"Credit Where Credit Is Due"

Simon Foster

## Contact

FreePint Limited  
 4-6 Station Approach, Ashford,  
 Middlesex, TW15 2QN, United Kingdom  
 e: [support@vivavip.com](mailto:support@vivavip.com)  
 w: [www.vivavip.com](http://www.vivavip.com)  
 t: 0870 141 7474  
 i: +44 870 141 7474

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## Editorial



Feedback from VIP subscribers on which market research products they'd like to see reviewed has been tremendous. The subject has drawn more response than any other topic since VIP began publication in December 2003. In order to include all the products you've asked about, I've decided to extend coverage to also include the May issue.

Last month, VIP reviewed Market Research (Profound) on Thomson Business Information and MarketResearch.com. This issue looks at Snapdata and Euromonitor. Next month's (May) issue will look at Business Insights and Datamonitor's new platform. I'm also planning to include a review of Verdict which was purchased by Datamonitor last September. Although not a market research service, Verdict offers valuable independent retail analysis data. Datamonitor has just developed a new platform for the Verdict service and the review will concentrate on this as well as Verdict's data.

Some aspects of these products, such as geographic and sector coverage, can be compared and, where possible, the May issue will also include a comparative table of all the market research products covered.

Products to be included in the next few issues of VIP have also now been finalised and I urge you to look at what's been planned with a view to sending me your feedback. Are you familiar with these products; or maybe your organisation used to be a subscriber and no longer does is? If so, I'd welcome your experiences, thoughts and views. All feedback, of course, is treated with the utmost confidence.

You can view what products are planned for inclusion on the VIP site at <http://www.vivaVIP.com>. Please take a look and let me know what you also think about the product selection, and maybe suggest reviews for the future.

Pam Foster,  
Editor, VIP

E: [pam.foster@vivavip.com](mailto:pam.foster@vivavip.com)  
T: 0870 141 7474  
I: +44 870 141 7474





VIP Subscription

Free Pint Limited

4-6 Station Approach  
Ashford, Middlesex  
TW15 2QN

T: 0870 141 7474  
I: +44 870 141 7474  
E: info@freepint.com



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