## CONTENTS

Series Editors' Introduction		vi
1.	Private-Sector Research Settings	1
	Introduction	1
	Supplier Side Settings	3
	Consumer Research Firms	4
	Advertising Agencies	7
	Consulting Firms	8
	Think Tanks	9
	Freelancing	10
	Client Side Settings	11
	Corporate Research Departments	12
	Human Resources Departments	13
2.	Renaming Your Skills	14
	Qualitative Research	14
	Depth Interviews	15
	Focus Groups	16
	Ethnographic Interviewing	19
	Direct Observation and Measurement	
	of Intermediate Variables	21
	Quantitative Research	22
	Surveys	22
	Mapping and Modeling	23
3.	Business Activities That Require Research	24
	Consumer Behavior	25
	Markets	25
	Marketing	28
	Sales Modeling and Predicting	30
	Public and Political Behavior	32
	Organizational Behavior	33

	35
4. Marketing Yourself to the Private Sector	35
Visibility	37
Capabilities Presentations—Content	38
The Kinds of Business Problems You Can Help Solve	38
The Methods You Use	38
What Kinds of Product You Deliver	38
Evidence of Competence and Experience	39
Why You Are a Better Choice I nan the Competition	39
Capabilities Presentations—Context	40
Addressing the Right People	40
Presentation Timing and Length	41
Style and Tone	41
Schmoozing and Follow-up	43
Promotional Materials	43
Trash and Trinkets	43
Business Cards	44
Letterhead	44
Brochures	44
Presentation Decks	
	45
5. Project Management	45
The Contract Process	45
The RFP	46
Bid Construction and Submission	47
Bid Presentations	47
Bid Reviewing	48
Deliverables	48
Documents	49
Data	50
Presentations	50
Conclusions and Recommendations	
	51
6. Business Management	51
Client Management	51
Communications	52
Confidentiality and Security	54
Conflict Resolution	55
Time Management	57
Money Management	

	59
7. Conclusion Appendix A: Example of a Request for Proposal (RFP)	62
	64
Appendix B: Example of a Press Release	64
Appendix C: Where to Learn About an Industry	
Appendix D: Response to an RFP Using Ethnographic Interviewing and Semiotic Analysis: Proposed Process	
for Analyzing Nontraditional Qualitative Data Such as Stories and Metaphors	67
Appendix E: Example of a Response to a	69
Request for Proposal	72
References	72
Additional Resources	73
About the Author	/3