



# Research Business

## Report

14th  
Annual  
Predictions  
Issue!

December 2009

15 years of delivering MR business insights, from the publisher of

**RESEARCH CONFERENCE REPORT**

**RESEARCH DEPARTMENT REPORT**

**PHARMA MARKET RESEARCH REPORT**

[www.rflonline.com](http://www.rflonline.com)

Technological, Methodological, Economic & Business Changes Impacting MR



Bob Lederer  
RBR Editor & Publisher

It has been a momentous year, one we will try to forget but long remember. This issue—our annual predictions edition of **Research Business Report**—has more pointed projections than usual.

We can never know what truly awaits us. Change is constant, and it can seem mostly out of our control for periods of time. We believe the thoughts expressed in these 12 pages are worth considering in your business—some of them extremely seriously.

### **Robert Moran, EVP, StrategyOne**

(Washington, DC): The market research industry is at a pivotal point in its development. Faced with numerous challenges and threatened with commoditization, it will either reposition itself by moving into a more strategic, consultative space or it will be transcended by strategic foresight or absorbed by management consulting. This transitional period may become a great sorting out, where firms will become consultative and strategic, or commoditized and streamlined.

As MRA President Jon Last has noted, MR's "positive future resides in allowing those data and information that we process to become true insights that guide decisions." If MR suppliers do not fully own the strategic insights space, the void will be filled by their competitors.



Despite this dire forecast, there are reasons to be optimistic about the future of the industry. There is a strong and growing interest in data-driven decision-making. Potentially-disruptive new technologies and platforms are offering researchers exciting new tools. This time of change is also a time of great opportunity for individuals and firms who candidly assess their situation, clearly plan for the future and do what needs to be done, however difficult. The future MR firm will find ways to integrate across the strategic decision-making process, aggressively leveraging foresight tools, helping pull insights from disparate data streams, being nimble and fully leveraging the 24-hour global clock to shorten project turnaround.

Reproduced from the December 2009 issue of **Research Business Report** by RFL Communications, Inc. (Skokie, IL), which also publishes **Research Conference Report**, **Research Department Report** and **Pharma Market Research Report**, three other MR newsletters. For more information about any of these publications, please visit <http://www.rflonline.com>, send an e-mail to [info@rflonline.com](mailto:info@rflonline.com) or call RFL at (847) 673-6284.