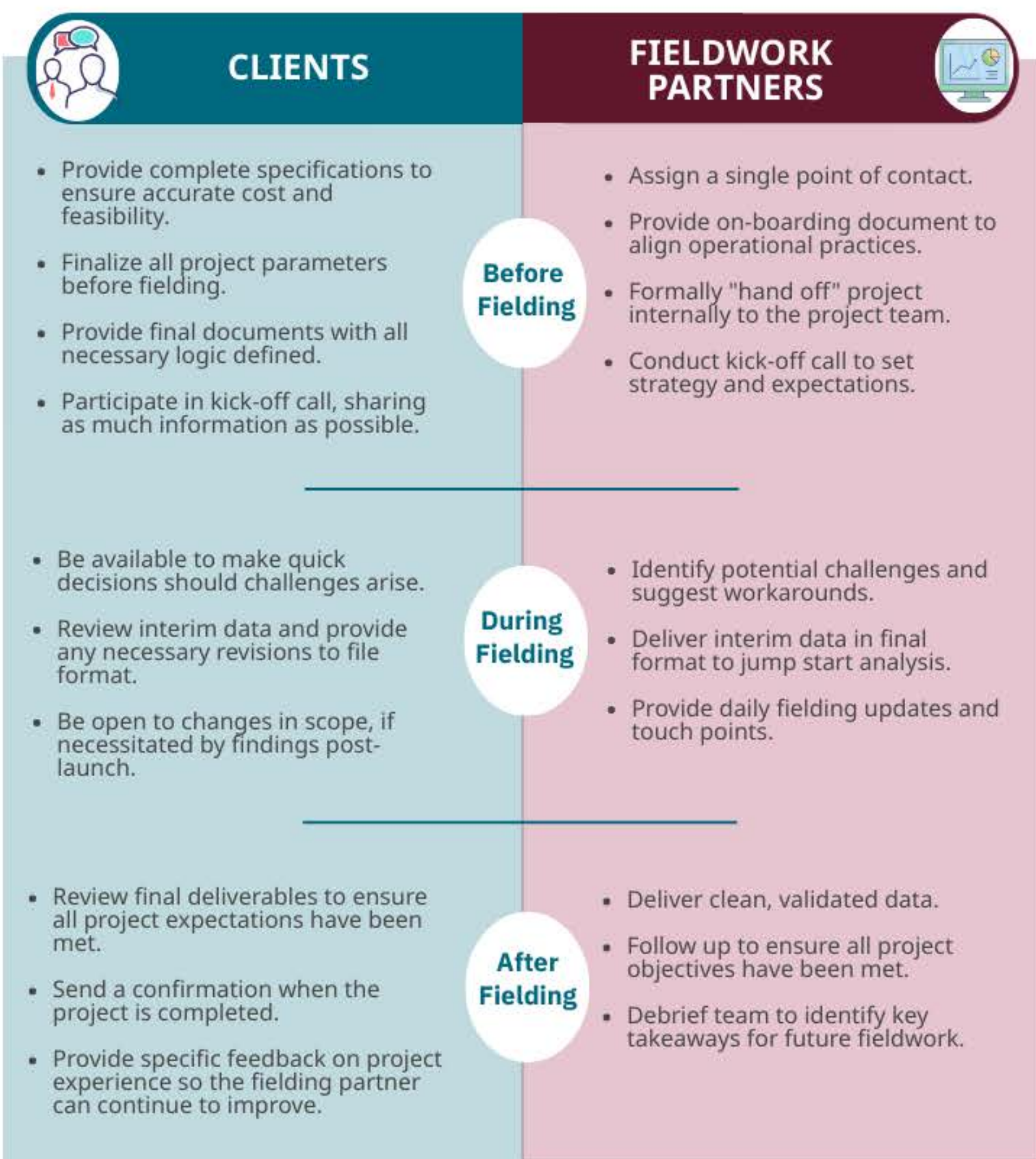


Ensuring Fieldwork Success

Successful fieldwork is challenging! Whether small targeted qualitative engagements or large-scale quantitative efforts, it takes a true partnering relationship to ensure marketing research studies are efficiently initiated and seamlessly fielded, resulting in accurate data delivered on time and on budget.

Fortunately, there are some best practices that both fielding partners and clients can adhere to before, during and after fielding, that can help avoid pitfalls and ensure success.



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