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*Delivering Strategic Intelligence
For Increased Profitability*



Aloha Sonia,

Thoughts on Proving Business Research ROI



I have been reading about social networking's ROI lately and it got me to thinking about business research ROI. With a background in business library management, establishing ROI for libraries was always seen as a slippery bugger. Why? Because although there are numerous methodologies that can tell you the tax dollar ROI at your public library for every book checked out, no one can tell you exactly what the value of reading that book and the subsequent decisions made. On the other hand, I do not believe that your average business person believes that they should stop reading because they cannot quantify the knowledge gleaned from a business publication. In fact, it is my business to read numerous publications, synthesize the data, and present it to my clients in whatever format is most suitable to them, i.e. graphs, charts, PowerPoint, executive summaries, etc. High-level executives know that data is not enough; there needs to be a synthesis of that data given a particular environment or context and at a given point in time to make that data really valuable.

Still, business research is often considered an expense, and one that is usually cut first when times are tough. Executives are often all too happy to increase advertising budgets, or expand their sales force, simply based on a gut feeling that these increases will directly and positively impact revenues. In these areas, faith is good enough. What they have faith in is that increases in these areas will inevitably bring more business and return their investment. Unfortunately for some businesses, **this same mentality often prevents them from putting this same faith in research at the very time they need it most.**

In this August 2010 issue:

- Thoughts on Proving Business Research ROI
- Recently, I've Researched

Recently, I've researched:

- Luxury retail
- Census data
- Leadership development
- Restaurant trends
- Health IT

[Contact us](#) with your business problems now! Avail yourself of the knowledge to improve your condition, accelerate sales, increase market share, reduce stress, accelerate sales, or solve a problem. Referrals are welcomed.

Business Pulse Poll

[What challenges are you facing when you look for information?](#)

The ROI on research comes from being smarter when making important business decisions. What is the value of research to a brilliant decision? Let me put it to you this way...take two product launches, give it 6 months, and invest in market research in one, and zero-out the research budget for the other and simply make decisions based on "gut feeling", intuition, etc. Want to wager where you'll get better ROI?

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Quote of the Month:

Behind every good business decision is an information professional - Dow Jones

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