

Title:

Can you believe what people say about their wants and wishes? (Part I)

Word Count:

381

Summary:

One of the most common objectives of market research is to find the customers wants and wishes

Keywords:

Focus Group, Interview, Survey, Qualitative Research, Qualitative Analysis, Investment Analysis, Open

Article Body:

A scientific study (Horsky D., Nelson P., Posavac SS. Stating Preference for the Ethereal but

The relative attractiveness of the performance, dependability, comfort, prestige, and exterior

According to the authors: **a rather dramatic change in the ordering of the average weights**

This **dramatic change** has dramatic implications. **The implication of our findings is that st**

Summary:

So, can you believe what people say about their wants and wishes? Yes, if you have th

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