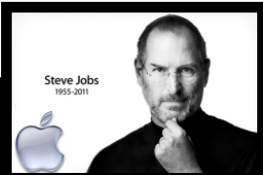


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The first paragraph of the article is the most influential. It is like reading the newspaper. How many times have you read an article the subject after reading the first sentences of an article, because it was not convincing for you. That's right, it's the same with writing articles. Then explain the problem most people have to explain in a few short sentences, and that there is a solution, without an idea of ..the solution. So start section to the powerful players are involved.

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With standard goods, the [Markets](#) are general so large that development can come first, and people will buy. This has been the case with most modern advances, such as personal computers. The trend was bucked slightly with the iPhone and iPad, when Apple listened to consumers and included some of their requests in their

developments

There is a significant difference between an affluent survey, also known as a luxury survey, and the usual forms of [Market](#) research. That is because the purchasing habits of the affluent are not generally the same as those less well off financially. That isn't to say that the wealthy do not purchase ordinary standard consumer goods, because they do, and neither that the Average Joe doesn't purchase luxury goods, because he does, but those with the need for an affluent survey are not businesses that supply ordinary consumer goods.

With the wealthy, this can be the major basis of their strategic planning because those developing products just for the top 10% of the population must have a [Market](#) available before the development begins.



The main conference was organized with 7-8 parallel tracks and about 4-5 sessions per track each day so it was impossible to hit everything. Looking at the agenda it appeared that there was heavy representation of client-side presenters and a few co-presentations involving client and supplier side presenters.

Many of the people I spoke to (particularly on the client side) were wondering why there weren't more supplier
side presentations

The NGMR Disruptive Innovator awards were an interesting addition to the usual conference fare and featured several innovations. While an award ceremony and a panel discussion were held (moderated by Tom Anderson of Anderson Analytics), I would like to have seen more attention paid to the finalists and winners. It is not that often that one gets to see innovations celebrated publicly in our industry and a bigger spotlight might have helped more people appreciate the work and be inspired to develop some on their own. Perhaps the finalists could have been given a special booth where they could display descriptions of their innovations, and conference attendees could get the opportunity to discuss with them.

Perhaps the organizers were afraid they would turn into sales presentations. But effectively sidelining a big part of our industry (especially the part where a lot of innovation happens) does not seem like an effective strategy. Maybe a competitive track can be created in parallel to the Disruptive Innovators Award, so that more [Research](#) suppliers can compete to talk about their work. Welcome to our [one way](#) link building service!

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