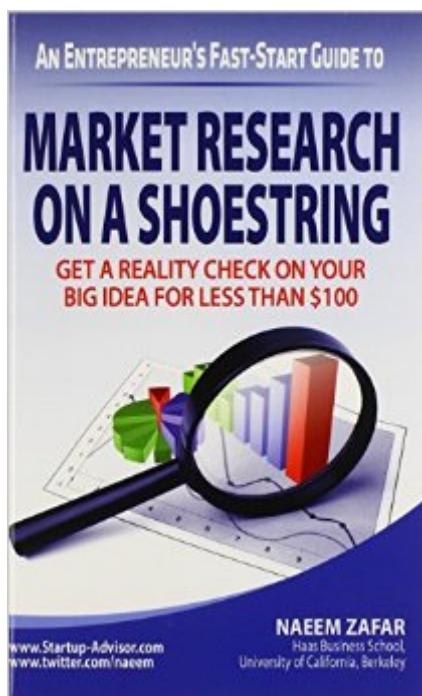


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# Market Research On A Shoestring



## **Synopsis**

MARKET RESEARCH ON A SHOESTRING! GET A REALITY CHECK ON YOUR BIG IDEA FOR UNDER \$100 By Naeem Zafar, University of California, Berkeley Entrepreneurs don't like to do market research. Whether they find it to be unnecessary, think that it takes too much time and money, or are simply terrified by the idea, they often start up their new businesses without the necessary preparation or the understanding of exactly what they are getting into. But market research does not have to be an expensive, time-consuming nightmare. It is an essential aspect of starting a new business that can be conducted quickly and easily if you know what to look for and where to look. Market Research on a Shoestring is a 128-page e-book full of techniques, tricks, and secrets that will help you ask the right questions and find the answers you need to better understand your business and the market it faces. If you want to raise funds for your startup or simply maximize its chances for success, you will need this book. It provides specific details on how to conduct market research, including what questions you should ask and where you can find the customers to survey, as well as how you can use Internet tools such as Google Adwords and Twitter to carry out your research.

## **Book Information**

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## **Customer Reviews**

The power of the Internet in leveling the playing field never ceases to amaze. Having started my career in market research at a time when online research was non-existent, it's amazing to see how months and tens of thousands dollars of research can be now be accomplished in a matter of days

and as the author states "less than \$100". A practical, hands-on toolkit that shows you how to use (mostly free) web resources to run a sanity check and validate the market. Highly recommended for any entrepreneur who wants to test out the next big start-up idea or a local small business.

It is more true than ever the competitive market is like a battle field. Without the necessary tools, any entrepreneurs braving into this frenzy will be ousted with nothing more than a bashed ego and a wake-up call. In this book, Naeem condensed decades of market research experience and arm you with a concise yet, extremely informative tool to even let you go toe-toe with goliaths such as Google and Facebook. Naeem strategically tackles market research with multiple approaches. From detailing a list of questions for surveying potential customers to providing online resources that give you a more macro base analysis, Market Research on a Shoestring is a must-have for any entrepreneurs with an idea.

Concise, step-by-step and practical advise on how to conduct market research before jumping into creating product. Must read for any Entrepreneur, Product Manager or simply any one in the field of Market Research.

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