



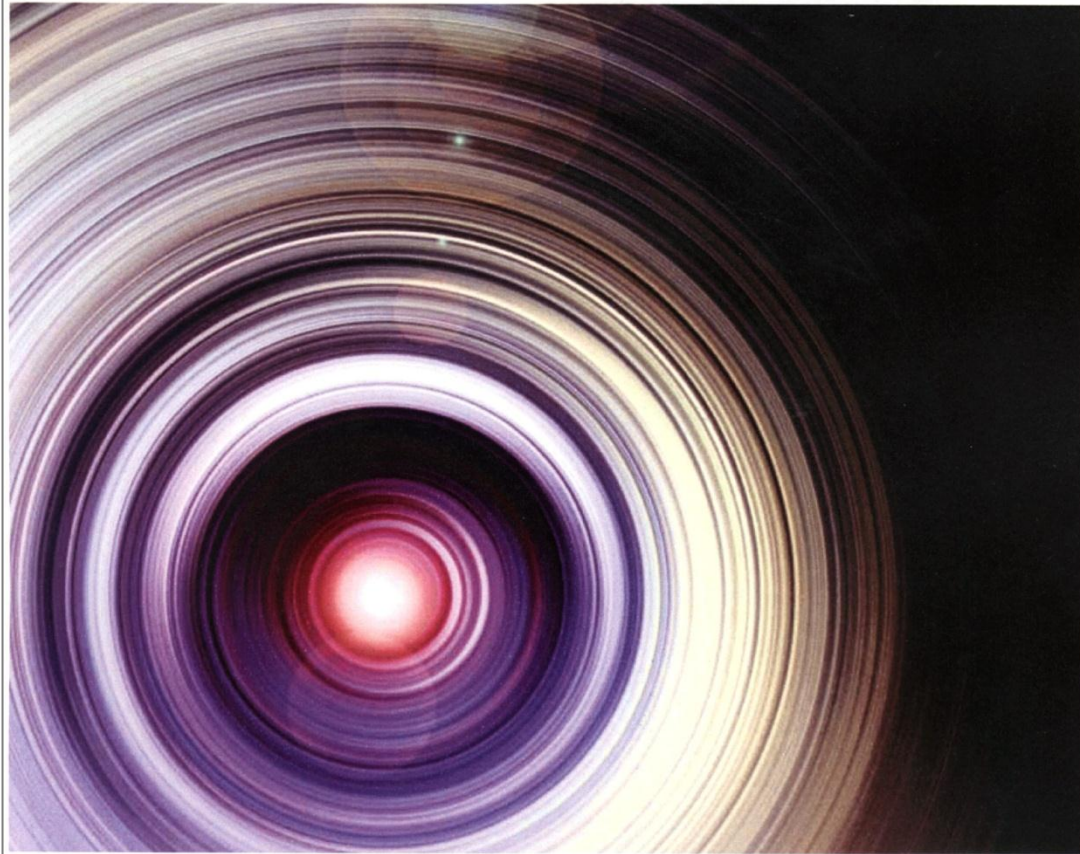
Kako tržni raziskovalec postane koristen za vodstvo?

Aleksandra Kregar Brus

RESEARCH WORLD

The ESOMAR magazine for marketing intelligence & decision making

No 18 | March 2010



HIGH-IMPACT RESEARCH
THE NEW STRATEGIC PARTNER

BRAND VALUE IN A RECESSION
Rita Clifton on connecting with consumers
EIGHT STAGES OF LISTENING
Finding the right strategy

Pogled vodstva

85%

90%

45%

Pričakovanja raziskovalcev

98%

88%

84%

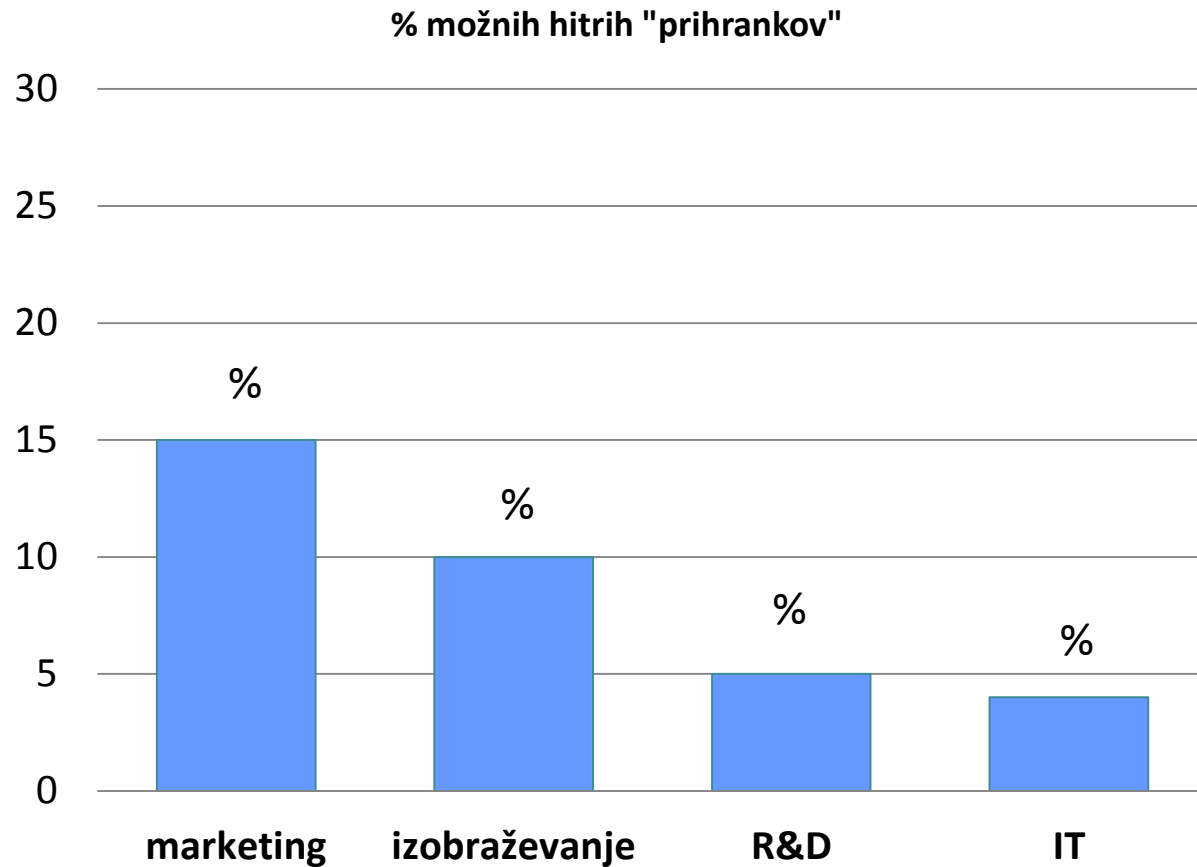
81%

79%

“Marketing je luknja brez dna”



“Marketing je strošek”



VLOGA C x O

CEO

COO

CFO

CMO

CIO

FINANCIAL TIMES



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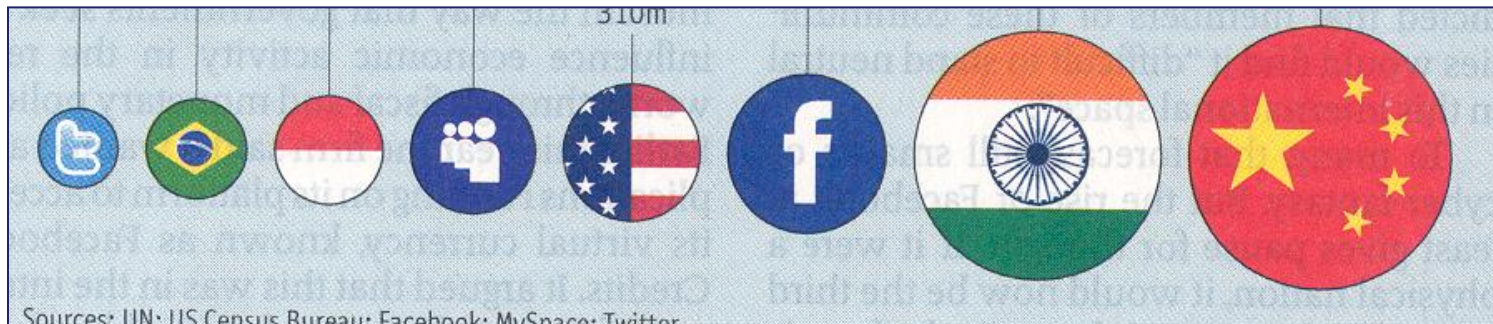
HEALTHCARE

SCIENCE

MEDIA

Prihodnost je v drugih državah... ... in v drugem pogledu!

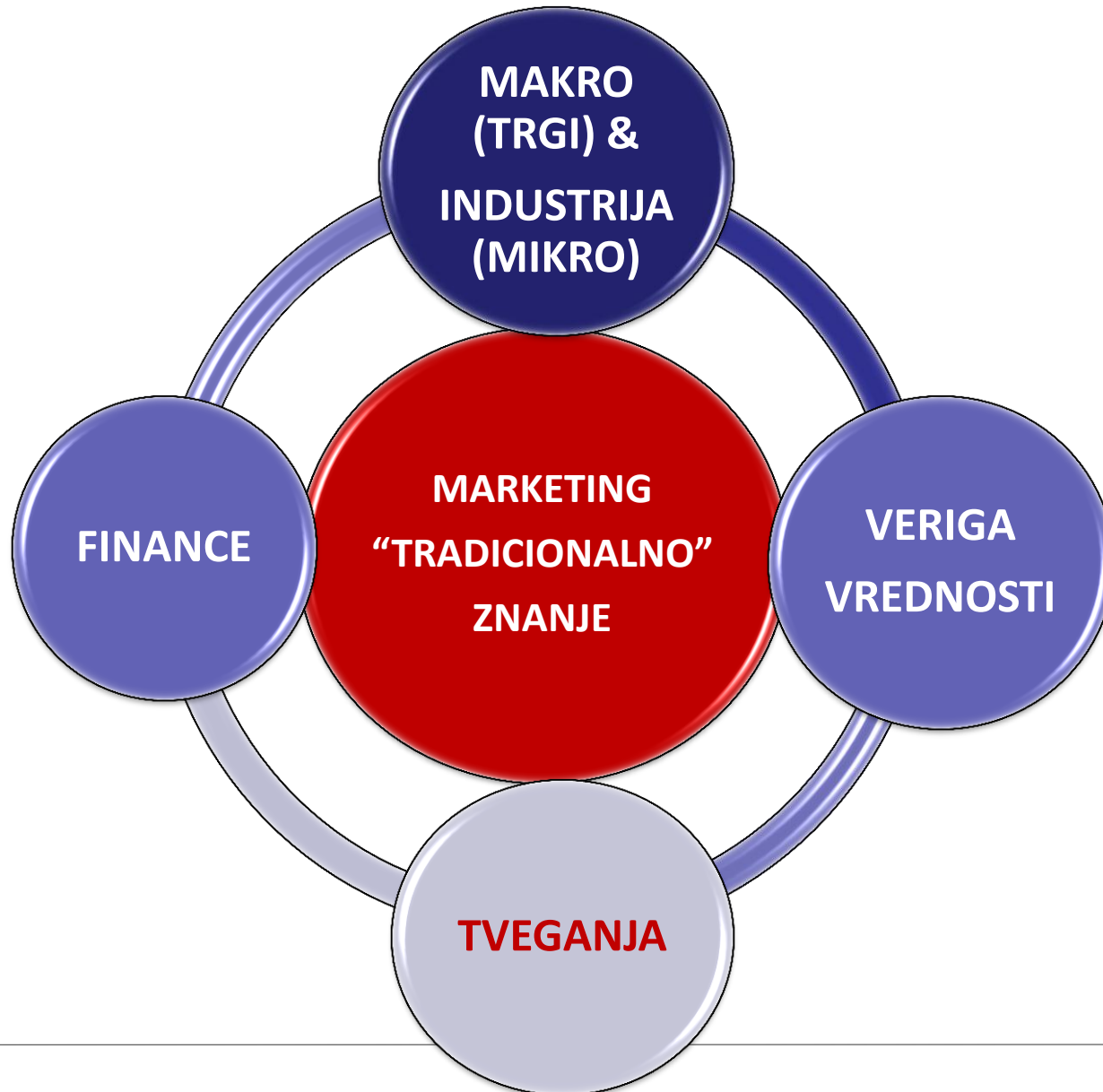
Twitter	Brazil	Indonesia	MySpace	USA	Facebook	India	China
124m	195m	232m	300m	310m	500m	1.21bn	1.35bn



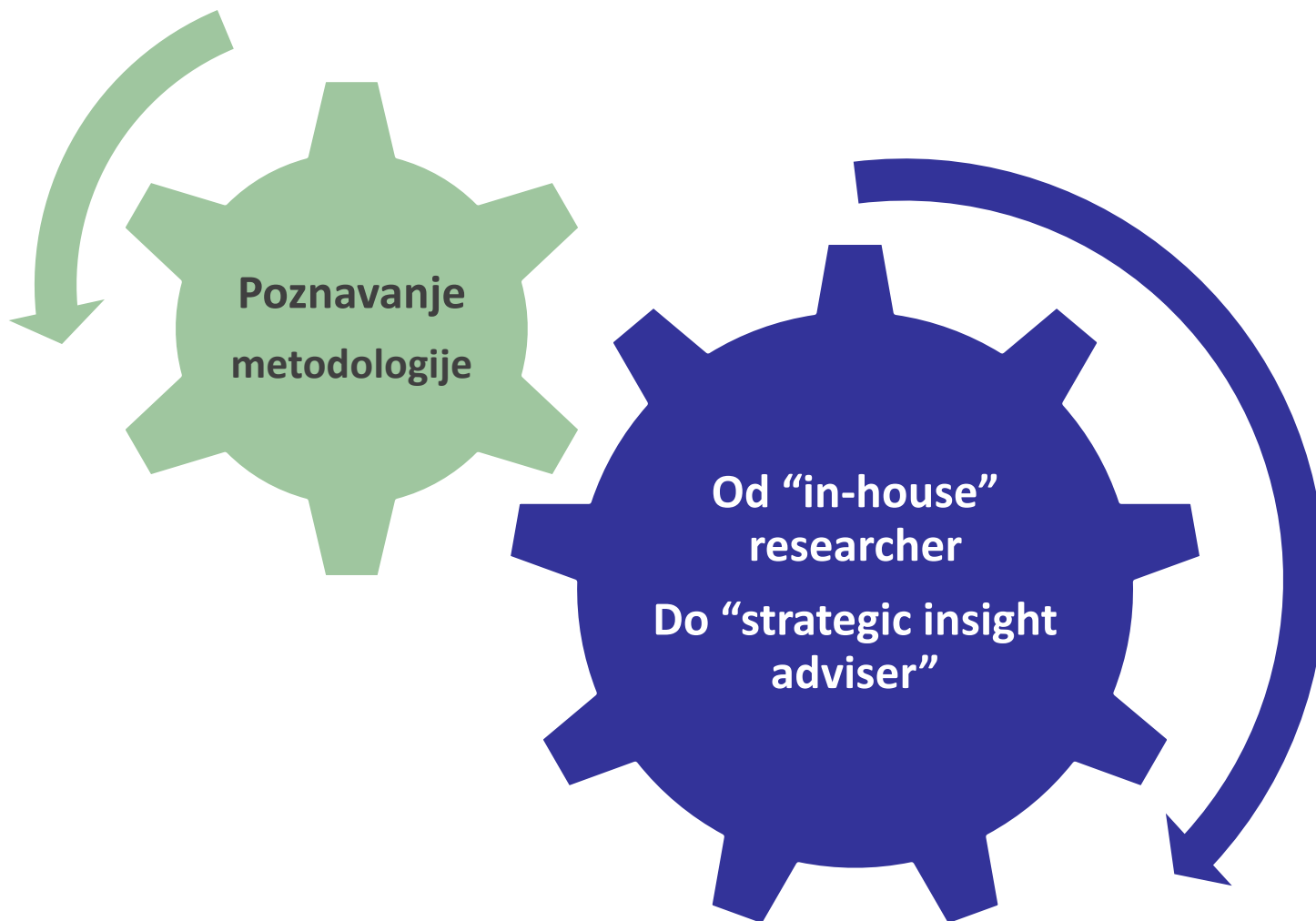
Raziskovalci imajo novo priložnost



Priložnost marketinga



Priložnost raziskovalcev





En vir informacij

več virov informacij

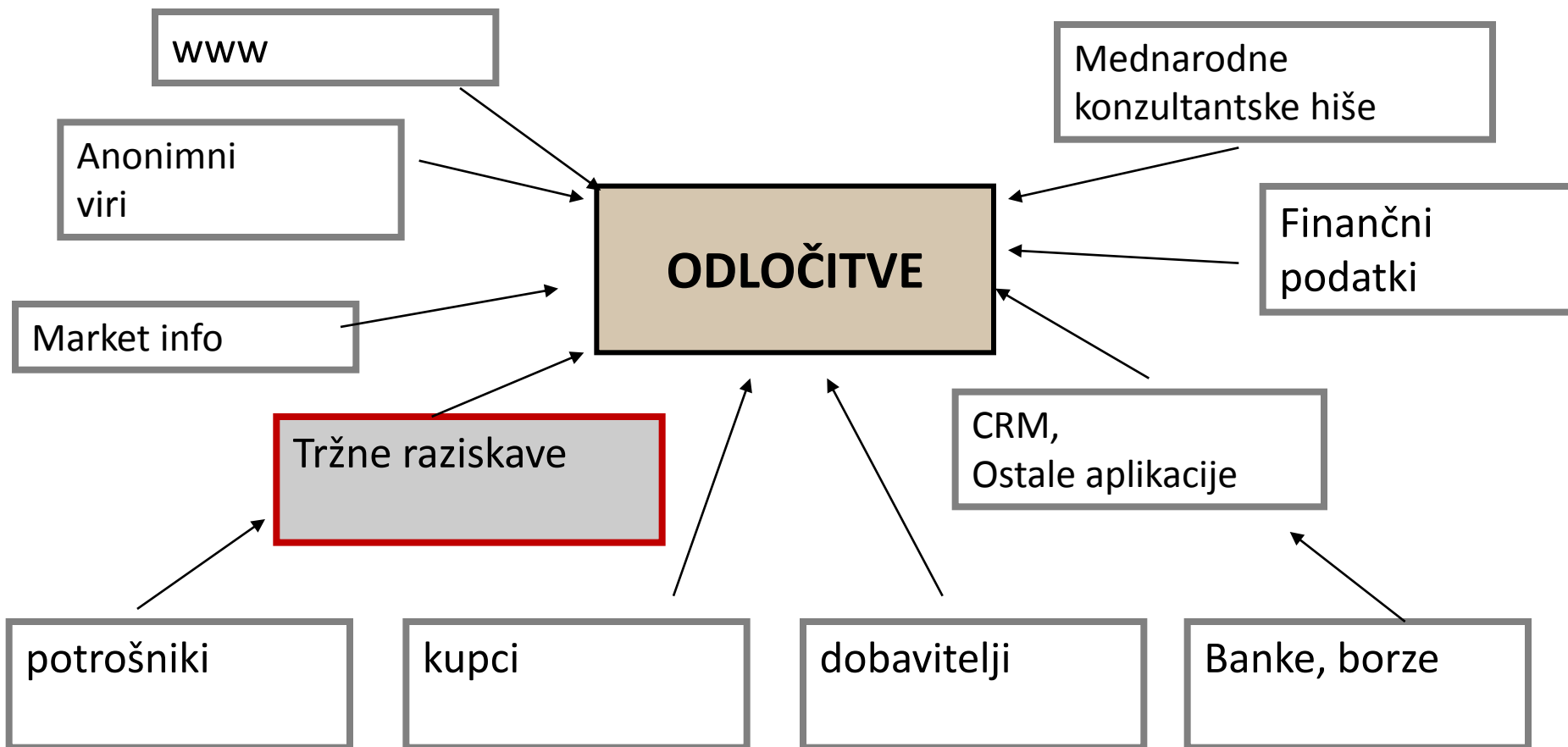


Kako lahko raziskovalci povečajo svoj vpliv?



- ✓ način, kako delati
- ✓ s čim se ukvarjati
- ✓ sposobnosti in kompetence raziskovalca
- ✓ s kom komunicirati

Raziskovalci imajo veliko konkurenco



Kako lahko raziskovalec postane partner vodstvu?

**KORPORATIVNI
NIVO**

**EBIT, EBITDA podjetja
DCF, CF**

**POSLOVNI NIVO /
NIVO KATEGORIJE**

KPI:
Tržni deleži
EBIT kategorije

BPI:
BPI, BSI, IDI

TAKTIČNI NIVO

Product

Price

Place

Promotion

Poklici prihodnosti

- ✓ Izdelovalec človeških organov ali udov
- ✓ Kirurgi za bogatenje spomina
- ✓ Kmetje z znanjem genskega inženiringa
- ✓ Vesoljski turizem – vesoljski pilot, vesoljski arhitekt, vodič po vesolju
- ✓ Etik novih znanosti
- ✓ Karantenski čuvaj virusov
- ✓ Virtualni odvetnik
- ✓ Policist za podnebne spremembe
- ✓ Razvijalec alternativnih vozil
- ✓ Avatar manager

✓ Strateški partner vodstvu

