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**Jack M. Shapiro Announces New In-House Market Research Training Program**

*A world-recognized leader in market research announces new in-house market research training program*

**/24-7PressRelease/** - Maywood, NJ, June 13, 2008 - Jack M. Shapiro, Principal Consultant for JM Shapiro Marketing Research and Consulting, announces a new in-house market research training program for beginners, intermediates, and advanced research practitioners. The program has been successfully used in the pharmaceutical, telcom, banking, and consulting industries in North and South America, Europe, Asia, and Africa.

Personally conducted by Mr. Shapiro, the 2-3 day program covers the following topics: 1) The need for market research using famous examples of the world's largest brands; 2) Secondary market research, including using the Internet; 3) The role of qualitative market research (focus groups and in-depth interviews); 4) Quantitative market research in market segmentation and brand positioning; 5) Conducting post-launch market research; 6) Special studies and emerging new techniques in market research; 7) Analyzing research results; 8) Working with research suppliers; 9) The role of market research in tomorrow's new research and marketing world, including the exciting field of behavioral economics.

Class participation is encouraged, the atmosphere of the program is relaxed to enhance learning, and, in the 3-day program, case presentations by class members will be utilized.

Actual verbatim from participants included:

"Very comprehensive course content. Makes you appreciate the role of market research in helping the company achieve its business goals."

"Jack definitely has vast experience in market research. He speaks with such clarity and I've no problem listening to what he conveyed."

"It's a good venue for those just starting in market research and a good refresher course for those who've been in it longer."

Jack Shapiro is an internationally-known expert on marketing and marketing research and has been a keynote speaker, master-of-ceremonies and course instructor for such organizations as American Cyanamid, Pfizer, Association for Services Management International, Healthcare Financial Management Association, the World Trade Group and is a guest lecturer in graduate marketing programs for a number of universities.

He is the president of his own marketing research and management consulting organization and has more than 40 years experience in this field. Before forming his current organization, Jack held a number of management-level marketing and marketing research positions in major Fortune 500 companies such as Bristol-Myers Squibb, Pfizer, and Wyeth, among others. He has written extensively on marketing and marketing research issues; many of his articles are found on the internet. Jack was originally trained as an economist.

He is a much sought- after speaker when it comes to political, economic, business and healthcare industry issues drawing on his vast experience in conducting thousands of focus groups, quantitative segmentation and positioning studies, political polling, advertising and promotional testing, pricing, public opinion research, trademark and trade name research, secondary data analysis and strategic and market planning. In addition to his firm's major industrial clients as well as those in advertising, public relations, venture capitalism, and the many industries the comprise the healthcare segment, he regularly consults for many top financial analysts in the United States on emerging business trends.

He is a regular speaker in conferences in America, and is also a television and radio personality who comments about broad business and economic trends. He frequently appears on BBC, ITN, ABC Network, NBC America, CNBC, MSNBC, FOX

Network and PBS. In fact, for a number of years he was the host of his own live radio show called "Medi-Politics" which was heard on 40 stations from coast-to-coast in America and on the internet. Jack is a frequent guest and co-host on many radio programs in America today

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Contact Jack for a cost quote about an on- or off-campus market research training program for your organization.