

INFORMATION IS **POWER**

In these tough competitive climates, information gives you the edge you need to succeed.

- Information about how your services and products are perceived.
- Information about the effectiveness of your advertising.
- Information about what works...and what works better in improving your overall performance.

THE NORMAN HECHT DIFFERENCE

In an age of boilerplate research and cookie-cutter marketing solutions, Norman Hecht Research stands out for the depth of its experience, the breadth of its resources, and the pinpoint integrity of its research.

- We bring to every project an intensely serious commitment to conduct the research you need rather than the research you want. We provide you with the critical information you need to hear in order to maximize your performance.
- Our research sets world-class standards for integrity. It is scientific. Unbiased. Beyond reproach. It is custom-tailored as an indispensable analysis that will identify problems and exploit opportunities.
- And, our research does not end with the presentation of our findings. Instead, it is "actionable". That means ensuring that our analysis can be transformed into an effective plan of action for your business or organization.

NORMAN HECHT RESEARCH INC.

Helping businesses
and organizations solve their
toughest marketing problems
with comprehensive
research programs.

Let us conduct an
effective research study
to optimize your
performance.



- ✓ **A manufacturing company measures customer attitudes about its products**
- ✓ **An on-line service evaluates the design and content of a Web page.**
- ✓ **A local chamber of commerce surveys its members' opinions about the quality of its services.**
- ✓ **A performing arts group determines which performances will draw the largest audiences.**
- ✓ **A law firm tests the effectiveness of a proposed marketing plan.**

What do these institutions share with hundreds of local and international businesses, Fortune 500 companies, banks, service firms, television stations, cable systems and networks throughout the world?

They use research to make their businesses succeed.

And they depend on Norman Hecht Research to conduct their successful research.

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Who Is Norman Hecht Research Inc.?

Norman Hecht Research Inc., a Long Island based firm, is one of the leading marketing research and consulting companies in the United States.

Some of the world's most prestigious companies have turned to us to help exploit their business opportunities and solve their business problems. Companies such as CBS Television, the British Broadcasting Company (BBC), Citicorp, AT&T, Filene's Basement, Hughes Aircraft, Bankers Trust, Levi Strauss, and the New Jersey Devils hockey team.

Time and time again, we've delivered with appropriate and effective research. And concluded with sound assessments and recommendations.

Whether we're conducting research for an international communications network or a local chamber of commerce, we pledge to provide you with the information you need to make informed decisions.

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