

## Global Marketing Research at Your Fingertips

Global Perspectives™ provides UK, European and global marketing research services. We offer a variety of data collection and analysis solutions and tailor CATI, F2F/CAPI or on-line methodologies to our clients' requirements.

### The Company

Global Perspectives™ is a new full-service market research agency formed by David Lindsay and Kjetill Howard, who are both former directors of another market research company. Our business objective is to offer good quality, good value research and insight. Globally, this is achieved through carefully selected partners who can offer the quality that we demand.

By locking into our partners' capabilities, we have access to a huge number of CATI units with native speakers, as well as literally millions of on-line panellists, focus group recruitment services, hall-test and face-to-face moderators and supervisors etc. We cover B2B and B2C with special expertise in healthcare (including veterinary and dental), agriculture, tourism and technology. We strive to be cost-efficient and time and quality aware, so please get in touch when you have a project opportunity that you want to discuss and need a cost. We would be delighted to assist.

### Industries

Global Perspectives™ are talking with consumers, professionals and decision-makers, recommenders and users at all seniority levels. We cover dental and medical professionals, company directors, IT & ICT managers, manufacturing & production management, finance procurement functions, farmers etc.

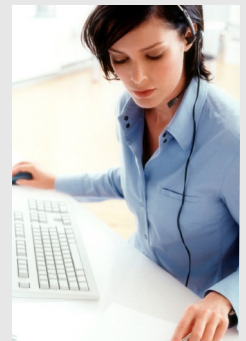
Our key industries today are:

- Healthcare (dental and pharmaceutical)
- Agriculture and veterinary
- Tourism
- Mail and logistics

We also have expertise in other industries like IT and telecommunications, financial services, central and local government, manufacturing and industrial material etc. So please contact us to discuss your requirements.

### Solutions to Business Problems

Global Perspectives™ provide global marketing research solutions to business problems. We offer CATI, face-to-face and on-line services with access to global healthcare, consumer and business panels. This means that we can access quality resources when we need them, which provide great flexibility and professional capabilities that we tailor to our clients' needs. For example, we can chose between centralised multi-lingual CATI units for simple projects, or local resources if projects are complex, high volume, or require insightful qualitative responses (as is the case for most of your projects). The latter would often demand native speakers working locally.



### Contact us

We take pride in our ability to listen and understand a client's needs. The research must serve as a business tool that you can trust and must be tailored to support your strategy and planning. Just ring or e-mail us should you require more information or if you would like to discuss your project requirements.

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