



David Van Nuys, Ph.D.
E-FOCUS GROUPS
Rohnert Park, CA
david@e-focusgroups.com

This is your journal and your podcast series. Tell us what you'd like to learn about and what you'd like to hear. Contact me at David@e-focusgroups.com.

EXPAND Your Thinking

Great news! Our *QRCA VIEWS* podcast series is up and running. It is available on the main QRCA website, under the Publications menu, or go to <http://podcast.qrca.org> to see our first two exciting dialogues. The first one is with Judith Glaser. Her two books, *Creating WE: Change I-Thinking to We-Thinking & Build a Healthy Thriving Organization* and *The DNA of Leadership*, made Amazon Business Book Best Seller Lists in 2005 and 2006, and they were also selected by both *Forbes* and *Business Book Review* as two of the top business books of 2005 and 2006. The second is with internationally acclaimed author, Steven Covey, best known for *The Seven Habits of Highly Effective People* and *The Eighth Habit: From Effectiveness to Greatness*.

Look forward to an ongoing series of interesting, relevant and free audio content available to busy QRCA and research buyers. Each podcast will feature an interview with a mover-and-shaker in the world of qualitative research, marketing, strategic consulting and/or academia. You busy QRCA and research buyers can listen to these interviews right on the QRCA website as streaming audio, or download the mp3 file to your laptop or portable player for listening on the go.

This is your journal and your podcast series. Tell us what you'd like to learn about and what you'd like to hear. And, if you, dear reader, whether a research consultant or research client, would like to be an interviewer with an author of your choice, please contact me about how to set up a podcast. We welcome your involvement.

You will find lots of other good food for thought in this issue. For instance, the Schools of Thought feature weighs in with a provocative article by Thomas Kern, who offers us a "fresh look at positioning."

Then, there is a stimulating article on the skills and expertise that today's research buyers want. "Buyers' Perspective: If It's Saturday, We Must be Doing Shop-A-Longs in Singapore" by Gene D'Ovidio is based on interviews with research buyers from major corporations such as Campbell Soup.

Also, read a sterling interview with best-selling author and psychologist, Dr. Robert Cialdini, by QRCA President Dr. Sharon Livingston. Dr. Cialdini is an expert in uncovering the factors that cause a person to say yes to another's request. In this talk, he brings to life his experimental work, which led to the six categories of techniques to get to yes: reciprocation, consistency, social proof, liking, authority and scarcity. All of these have great relevance for marketing to our target audiences.

Reviewer Kay Aubrey points us to some good reads on innovation. Bill Buxton's new book, *Sketching User Experiences*, discusses the role of design in an organization. As a bonus, the book offers fresh ideas for creating stimuli to simulate the "user experience" for new product categories. Bill is in charge of innovation and design at Microsoft. Kay also reviews Scott Berkun's *The Myths of Innovation*, which is a wonderfully written and engaging analysis of how innovation has really happened through the ages.

But, wait! There's more! Rather than reviewing it all here, I think I better let you get on with exploring this issue for yourself. We are thrilled to offer it to you and hope you find it intriguing and thought-provoking. 