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Autore	Ward Douglas B. <1961->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	A new era of business -- An unlikely leader -- What was commercial research? -- Winning over the skeptics -- Barbarians, farmers, and consumers -- Readers as consumers -- Chasing the consumer, protecting the company -- The legacy of commercial research.
Sommario/riassunto	Charles Coolidge Parlin was considered by many to be the founder of market research. Working for the dominant Curtis Publishing Company, he revolutionized the industry by providing added value to advertisers through information about the racial, ethnic, and regional biases of readers and consumers. By maintaining contact with both businesses and customers, Parlin and Curtis publications were able to turn consumer wants into corporate profits. In A New Brand of Business, Douglas Ward provides an intriguing business history that explains how and why Curtis developed