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PROJECTIVE AND ENABLING TECHNIQUES; CHAPTER 5: UNDERSTANDING WHY PEOPLE BEHAVE THE WAY THEY DO; WHAT'S IN THIS CHAPTER? UNDERSTANDING PEOPLE THE FIVE SENSORY FILTERS; EYE ACCESSING CUES; PRIMARY INTEREST OR FOCUS OF ATTENTION; GLOBAL-SPECIFIC: CHUNK SIZE; RELATIONAL SORT FOR DECISION: SAMENESS-DIFFERENCE (MATCHING-MISMATCHING); MOTIVATING ATTENTION FILTERS; OPTIONS-PROCEDURES; TIME SORT: PAST, PRESENT, FUTURE; DECISION-MAKING; USAGE; CHAPTER 6: THE ANALYSIS; WHAT'S IN THIS CHAPTER?; TO ANALYSE OR NOT TO ANALYSE?; ONE WAY OF WORKING; RECORDING THE INTERVIEW; ANALYSIS; HOW DO WE ELICIT THIS INFORMATION?; SUMMARY; CHAPTER 7: PRESENTING YOUR FINDINGS; WHAT'S IN THIS CHAPTER?; PUTTING IT ALL TOGETHER THE PRESENTATION PROCESS VIDEOCONFERENCING; CHAPTER 8: ETHICS, ECOLOGY AND CODES OF PRACTICE; WHAT'S IN THIS CHAPTER?; WHAT DO WE MEAN BY ECOLOGY?; MANIPULATION; ECOLOGY: NLP STYLE; ETHICS AND QUALIFICATIONS; CODES OF PRACTICE; CHAPTER 9: CONVERSATION PIECES; GLOSSARY; REFERENCES; INDEX

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### Sommario/riassunto

There is growing interest in the use of Neuro Linguistic Programming (NLP) as a Qualitative Market Research technique. NLP was previously used in psychology to understand how people think and react, and as a tool in self-development, interpersonal skills and business, looking at how our brains think and experience the world. Qualitative Market research experts now see that using NLP can help the researchers understand the human brain and, armed with this power, they can find out the truth from interviewees. The Hidden Art of Interviewing People shows how, by using NLP and related tech

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