

# Editorial Calendar

No	Main Topic	Deadline for scripts	Deadline for advertisement booking	Deadline for advertisement data	Date of publication
1/10	<p><b>Always on: Online Research and Social Media</b></p> <p>The internet as a mass medium is an integral part of everyday life as information provider, communication channel, and networking platform. Observation and surveys can be linked together more easily in forums and social networks than ever before. What are the chances and limits for online research?</p>	January 8 <sup>th</sup> , 2010	January 22 <sup>nd</sup> , 2010	February 8 <sup>th</sup> , 2010	February 22 <sup>nd</sup> , 2010
2/10	<p><b>The Price is right</b></p> <p>Especially in economical hard times it is easy to yield the temptation to increase sales through reduced prices. Most of the time, effects are only short-term but can damage price structure and value perception permanently. Systematic price research with innovative approaches helps to avoid mistakes.</p>	March 8 <sup>th</sup> , 2010	March 22 <sup>nd</sup> , 2010	April 8 <sup>th</sup> , 2010	April 22 <sup>nd</sup> , 2010
3/10	<p><b>On the customer's track</b></p> <p>Customer satisfaction, retention, loyalty, willingness to recommend: Customer research knows a whole range of goals and according methods. Core question most of the time: How can free-spending customers be identified, segmented, and their value for the company possibly increased?</p>	May 3 <sup>rd</sup> , 2010	May 18 <sup>th</sup> , 2010	June 2 <sup>nd</sup> , 2010	June 18 <sup>th</sup> , 2010

4/10	<b>Innovation management: From first idea to marketability</b>	July 2 <sup>nd</sup> , 2010	July 16 <sup>th</sup> , 2010	August 2 <sup>nd</sup> , 2010	August 16 <sup>th</sup> , 2010
New products and services are essential for the sustainable success of companies. Only continuous innovation can keep up customer interest and allows to tap into new market segments. With market research, new ideas are generated and continuously developed for market launch.					
MR/10	<b>Branding in a global world</b>	July 27 <sup>th</sup> , 2010	August 10 <sup>th</sup> , 2010	August 25 <sup>th</sup> , 2010	September 8 <sup>th</sup> , 2010
In today's globalised world, branding is no longer a single country affair. Any brand available in more than one country needs multinational brand management. It is a balancing act between standardisation for a consistent brand presentation across countries and the allowance for different national heritage of a brand. Market research helps to find the right degree.					
5/10	<b>Qualitative Research: Online or offline?</b>	September 6 <sup>th</sup> , 2010	September 20 <sup>th</sup> , 2010	Oktober 5 <sup>th</sup> , 2010	Oktober 19 <sup>th</sup> , 2010
With ever growing digitalisation of everyday life, qualitative research has to find ways to link on- and offline worlds together to allow an exhaustive exploration of consumer behaviour. New approaches and advanced established methods of qualitative research facilitate this.					
6/10	<b>Without advertising everything is nothing?</b>	November 2 <sup>nd</sup> , 2010	November 16 <sup>th</sup> , 2010	December 1 <sup>st</sup> , 2010	December 15 <sup>th</sup> , 2010
In recent years, nothing seems to be so persistent in advertising as recurring cuts in spending. Nevertheless, more and more ad messages jump at consumers on all channels every day. Why does it not work without advertising and how do advertising messages successfully break through the clutter and reach the consumer?					

Every main topic is supplemented with research articles and current thematic specials.