

GLOBAL INSIGHTS

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GRBN NEWS



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GRBN News

BUILDING BUSINESS IMPACT

An Insights Leader's Handbook to measuring the ROI
and demonstrating the business value of Insights.

INCREASE YOUR IMPACT GROW YOUR RESOURCES ADVANCE YOUR CAREER

GRBN Launches “Building Business Impact” Handbook

Corporate Researchers Conference Presentation to
Highlight Findings from the Research

WASHINGTON – October 22, 2019 – The Global Research Business Network ([GRBN](#)) today announces the release of its Building Business Impact Handbook. The Handbook is a practical guide for Insights leaders on how to measure the ROI and demonstrate the value of Insights to the business. At the core of the Handbook... [Read more](#)

How do you demonstrate the ROI of insights?

GRBN News



A Strategy for Building the Business Impact of Insights – Part 2

Last month, we looked at the first two steps in the 5-step process to building an Insights strategy aimed at maximizing Business Impact. This month, we are going to take you through the final three steps needed to create a strategy which will set you on your way to increasing your influence, growing your resources and advancing your career... [Read more](#)

Featured Guest



Human After All

Peter Harris, Potentiate

"Like it or not, we live in interesting times. They are times of danger and uncertainty; but they are also the most creative of any time in the history of mankind". This quotation or ancient Chinese proverb... [Read more](#)

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FROM DATA TO MEANINGSM

APRC / Asia Pacific



Australia – Research Industry Granted Access to Integrated Public Number Database (IPND)

For over eight years, AMSRO has been actively lobbying the government on behalf of the market and social research industry to obtain access to the IPND for appropriate research purposes. Established in 1998 the Integrated Public Number Database (IPND) is a centralised database containing records of all Australian telephone numbers and their corresponding name and address information... [Read more](#)

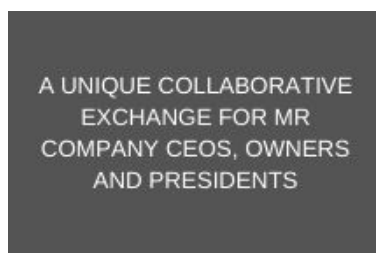
GRBN News



GRBN launches New Website

GRBN is excited to announced the launch of a new website, which brings all the GRBN resources and news under the one roof. [Check it out here.](#)

Featured Events



The Insights Associations 2020 CEO SUMMIT

Miami, Florida, USA, January 20-22

[Find out more and register](#)

See through the eyes of your Global Participants

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