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How to Do Market Research!

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U.S. consumer sentiment sentiment falls to 6-month low amid record inflation concerns

A new article published in the Journal of the Association for Consumer Research presents a neural model of maladaptive consumption. Consumption (of, for instance, substances, food, and online ...

A triple-system neural model of maladaptive consumption

Consumer sentiment in the U.S. declined in early July as Americans' prospects for the national economy deteriorated amid concerns over high inflation. The preliminary estimate of the index of consumer ...

U.S. Consumer Sentiment Fell in Early July on Higher Inflation Expectations

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Technology, consumer goods companies eyeing Broomfield, Boulder counties for hundreds of new jobs

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The Anti-Aging Benefits of Berries

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New research project on maintaining Australian apple and pear quality standards

We trust science because it's supposed to be objective [we](#) presume that researchers design studies with as little bias as possible. But looking into the funding sources of these studies sometimes ...

Juul paid a scientific journal \$51K to publish "evidence" of its vapes' public health benefit

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How to Increase Conversions Through Generational Consumer Values

New research from Parks Associates reveals 40% of MDU renters in US broadband households are interested in bulk broadband internet bundled with their rent ...

Parks Associates: 40% of MDU Renters are Interested in Bulk Broadband Internet Bundled with Their Rent

The study was recently published in the journal of Environmental Science and Technology Letters. "These results are particularly concerning when you consider the risk of exposure to the consumer ...

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His research is focused on international finance and macroeconomics. He is currently a co-editor of the Journal of International Money and Finance, and an associate editor of the Journal of Money ...

A Sugar High?

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Research: More Consumers Bundle Broadband and Mobile Services

Heather Nachtmann, senior associate vice chancellor for research and innovation, has been re-named associate dean for research in the College of Engineering. She will begin her new role Aug. 1.

Nachtmann Returns to Engineering as Associate Dean for Research

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