EDITORIAL

Making effective use of marketing intelligence is one of the most important challenges facing professionals today. Hundreds of thousands of marketing researchers, managers, academics and service providers all over the world have to decide on a daily basis how to collect and process information about market developments, how to transform this information into insight, and how to incorporate the insight into their marketing decisions.

Keeping up with the latest academic developments in this field is no easy task. Many papers are scarcely understandable to practitioners, too long-winded for their purposes and full of insignificant details. Nevertheless, they contain valuable knowledge.

This new journal, GfK Marketing Intelligence Review (MIR), is an attempt to deal with such dilemmas. It offers specialist marketing intelligence by top academics, either published or pending publication in leading journals, and addressing key issues. We begin by selecting research papers which have been intensely reviewed and scientifically scrutinized. With the help of the original authors and professional editors, we adapt them to the day-to-day decision support needs of marketing practitioners, making them compact, without the usual detailed presentation of scientific background and methodology, but nevertheless informative and fascinating.

MIR will highlight new marketing research and data processing methods, and studies offering new perceptions of the market and consumer behavior and the effectiveness of new marketing strategies. The articles therefore come from many different areas of marketing science, such as consumer behavior theory, strategic management, market research, data processing and marketing-mix optimization. Marketing intelligence is more than just pure marketing research; rather it involves the intelligent use of information about markets and marketing. It includes data acquisition and processing techniques, but it also goes far beyond these.

Much of the research documented in this journal is based on extensive and elaborate empirical studies from all over the world. The authors describe the insights they

have gained using the very latest analysis methods, and how they have ensured that these are valid and representative. Our mission is to transfer this precious marketing science into everyday practice.

In this respect, we are following the management philosophy of the GfK Group, the world's fourth largest marketing research company, based in Nuremberg, Germany. It was founded by the University of Erlangen-Nuremberg seventy-five years ago, so it has strong academic roots.

GfK offers its clients fact-based knowledge – market insights that go beyond pure figures – in more than one hundred countries around the world. This knowledge is intended to help marketing decision makers deal with their responsibilities more effectively. The company still benefits from its close connections with the academic world, which are cultivated through institutions such as GfK chairs and academies and numerous corporate research projects.

MIR is intended to be an additional platform for the transfer of academic knowledge into marketing practice. It replaces the quarterly German-language *Jahrbuch der Absatz- und Verbrauchsforschung* and also the annual English version.

The journal is aimed not only at senior marketing researchers and decision makers, but also at marketing educators, and is published twice a year by GfK Group. The editor-in-chief is responsible for selecting and compiling the articles, a task I have accepted for the first volume. I am actively supported by an international editorial board which carefully examines each selected article, and keeps a close, critical eye on its "translation" into a practice-oriented version.

I very much hope that we achieve this task successfully and generate a benefit for readers. Please do not hesitate to give us your feedback.

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