



ARS Research Consulting advises companies on how to perform professional survey research to gain insight into critical business and organizational issues. A cost-effective alternative to a full-service research firm, our services are ideal for non-research professionals who are interested in using any of the widely available web-based survey programs.

We provide professional coaching in any or all phases of the research study, as well as training workshops in survey research methods, to ensure that your research produces findings that are actionable for improved business outcomes.

We help you produce results that will:

- Focus your marketing strategies
- Target your services more precisely
- Reveal customer motivations and behavior
- Discover unmet market needs
- Increase your return on investments in advertising and promotions
- Evaluate social, health, or educational programs
- Better serve members, constituents, or employees

Alan R. Steinberg, Ph.D., is the president and founder of ARS Research Consulting. Dr. Steinberg has more than 20 years of experience in a wide range of research platforms, including market research, advertising tracking, social and attitudinal measurement, patient and physician surveys, personality assessment, and program evaluation in the non-profit sector. He has held positions at top global research companies such as Harris Interactive, GfK Market Measures and Ipsos. Throughout his career, he has trained dozens of researchers and non-research professionals in survey methods and how to get the most out of survey research.

A New York state licensed psychologist, Dr. Steinberg earned his Ph.D. in research psychology from Rutgers University and his B.A. in psychology from City University of New York, Brooklyn College.

For more information, including workshop outlines and fee structures, please contact us:

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