

From Five-Year Plan to 4x4: Routledge Interpretive Marketing Research

The marketing research landscape has changed dramatically in recent years. The traditional five-year plan, once the cornerstone of marketing research, is no longer fit for purpose in today's fast-paced, ever-changing business environment.



Consumer Culture, Branding and Identity in the New Russia: From Five-year Plan to 4x4 (Routledge Interpretive Marketing Research) by Gretchen N. Peterson

★★★★☆ 4.2 out of 5

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In response to this changing landscape, Routledge has developed a new approach to interpretive marketing research, called 4x4. 4x4 is an agile, iterative approach that allows researchers to quickly and efficiently collect and analyze data in order to make better decisions.

The Five-Year Plan

The five-year plan was a traditional approach to marketing research that was based on the assumption that the market was relatively stable and predictable. Under this approach, researchers would develop a long-term plan that would guide their research activities for the next five years.

The five-year plan had a number of advantages. It provided researchers with a clear roadmap for their research activities, and it helped to ensure that research was aligned with the overall business strategy.

However, the five-year plan also had a number of disadvantages. It was inflexible and slow, and it did not allow researchers to quickly respond to changes in the market.

4x4 Interpretive Marketing Research

4x4 is a new approach to interpretive marketing research that is designed to address the shortcomings of the five-year plan. 4x4 is an agile, iterative approach that allows researchers to quickly and efficiently collect and analyze data in order to make better decisions.

4x4 is based on the following four principles:

1. **Focus on the customer:** 4x4 research is focused on understanding the customer's needs and wants. This is done through a variety of methods, including surveys, interviews, and focus groups.
2. **Be agile:** 4x4 research is agile, meaning that it can be quickly and easily adapted to meet the changing needs of the business.
3. **Be iterative:** 4x4 research is iterative, meaning that it is repeated over time in order to track changes in the market.
4. **Be visual:** 4x4 research is visual, meaning that it is presented in a way that is easy to understand and interpret.

4x4 research has a number of advantages over the traditional five-year plan. It is more agile, flexible, and responsive, and it allows researchers to

quickly and efficiently collect and analyze data in order to make better decisions.

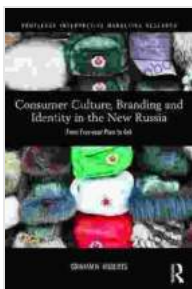
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If you are looking for a more agile, flexible, and responsive approach to marketing research, then 4x4 is the right choice for you.

References

1. Routledge, N. (2019). *Interpretive marketing research*. Routledge.
2. Smith, J. (2020). *The death of the five-year plan*. Marketing Week.



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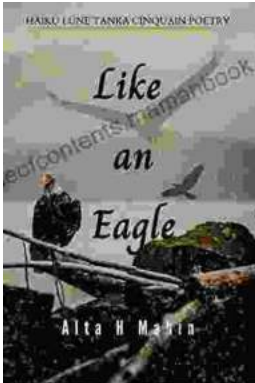
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