



Gelb Consulting Group, Inc., founded in Houston in 1965, specializes in modern and innovative marketing and media research to help business and industry create, build and nurture trusted brands throughout the world. Gelb helps clients meet their business objectives through strategic investigation and application; with extensive skill and experience in research techniques and practical training and support for management and sales teams.

### Professional Affiliations

- » American Marketing Association
- » Business Marketing Association
- » Institute of Management Consultants
- » Market Research Association
- » Product Development and Management Association
- » Society for Competitive Intelligence Professionals
- » Society for Healthcare Strategy and Market Development

### Qualitative Designs

- » Ad/Copy Testing
- » Advanced Techniques
- » Blitz User Testing
- » Customer Advisory Board
- » Customer Needs Assessment
- » Document Testing
- » Experience Mapping

### Quantitative Designs

- » Awareness, Attitude, and Usage
- » Brand Research
- » Concept Testing
- » Conjoint Analysis
- » Customer Satisfaction Measurements
- » Customer Value Analysis
- » Employee Alignment
- » Employee Satisfaction
- » Media Research
- » Market Segmentation
- » Market Segmentation
- » Touchpoint Performance

### Professional Affiliations

- » Arts & Entertainment
- » Associations
- » Chemical
- » Education
- » Financial Services
- » Government
- » Healthcare
- » Industrial Products
- » Legal
- » Media
- » Not-for-Profit
- » Oilfield Service Companies
- » Professional Services
- » Retail/Consumer Goods
- » Technology
- » Travel & Transportation
- » Utilities/Energy