



Career Management Solutions

- **Employer and recruitment marketing**
- **Career management**
- **Most sort after Qualifications & Careers.**
- **How To Create A Vision For Your Career**
- **Change how you feel at Work**
- **Make a fresh start Today**
- **Take a step back in your Career**

Most effective career decisions come from the synthesis of market information and not from one-dimensional data sources.

Map all relevant information sources and form insights based on a 360 view of the market

By doing so, our clients are able to focus on inspiring their persona to make the right Career decisions and gain a competitive advantage.



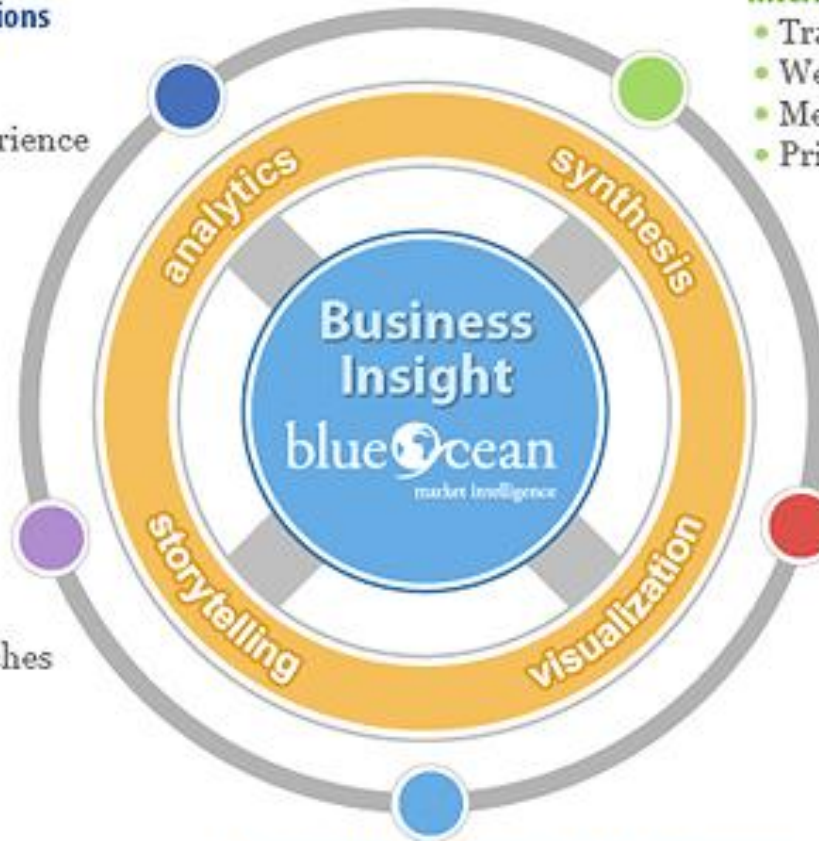
360 degrees of market

Immersion and Observations

- Behavioral data
- Ethnography
- Shopper/User Experience

Primary Research

- Tracking Studies
- Ad Hoc/Custom Research
- Qualitative Approaches



Internal Data

- Transactional Data
- Web Logs, usage Logs
- Media, Marketing Spend
- Pricing, Sales, Etc.

Social Media

- Blogs, Forums
- Facebook, Twitter, yelp, Google +
- Custom Communities

Syndicated Research and Published sources

- Syndicated Analyst Reports
- Media, journals
- Industry Association Reports
- Government Data

<http://www.blueoceanmi.com/market-intelligence/>

