GRIT REPORT

GREENBOOK RESEARCH INDUSTRY TRENDS REPORT

PRESS RELEASE
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'GRIT Top 50 Most Innovative Companies' Honorees are Revealed
GreenBook releases the Business & Innovation GreenBook Research Industry Trends (GRIT) Report
New York, NY

GreenBook, the market research industry's leading media company, has launched the latest edition of the GreenBook Research Industry Trends (GRIT) Report. The GRIT Report is the most comprehensive and widely read analysis of the insights industry today.

Within the Business & Innovation edition, are the perennial favorites 'GRIT Top 25 Most Innovative Clients' and 'GRIT Top 50 Most Innovative Companies' lists—including five segmented sublists highlighting specialized leaders across the industry. The full lists can be viewed in the GRIT Report.

This edition also features current buzz topics, opportunities, and challenges for both organizations and the industry as a whole, a map of the industry with the new GRITscape, future business outlook, benchmarking, and more.

"Little did we know when we fielded the [GRIT] survey in March, that the world was about to go through a period of immense disruption. In some ways, it was fortuitous that GRIT was in the field from March to April as we were able to capture shifting attitudes and expectations as the COVID-19 crisis was developing." - Lenny Murphy, Executive Editor of GreenBook.

The GRIT Report (plus the industry Lumascape and historical data) can be downloaded at: **www.greenbook.org/mr/grit**

About GreenBook: GreenBook has been an innovator in the industry since 1962, beginning as a subsidiary of the American Marketing Association's New York chapter. The company quickly evolved into the GreenBook Directory of marketing research companies and facilities. Today, GreenBook connects marketers and market researchers with people, information, and ideas that generate results. Through IIeX events, the GreenBook Blog, the GreenBook market research directory, and the GRIT Report — GreenBook provides the learning and inspiration insights professionals need to succeed.

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