

TGM Research as ESOMAR's newest Corporate Member

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TGM Research, the world's leading data, insights and consulting company and ESOMAR, the Global Insights Community, announce TGM Research as ESOMAR's newest Corporate Member. Membership commits TGM to the ICC/ESOMAR International Code worldwide and provides access for TGM employees to the world's leading learning material for research and insights professionals.

Commenting on their membership, Greg Laski, CEO of TGM Research, said: "In a world of exponentially increasing technology, there is even higher importance than ever to implement good business practices effectively. TGM has always led with the ethical philosophy of using data as opposed to just big data. With ESOMAR, we have the perfect global partner to help our employees worldwide navigate the challenges. With access to ESOMAR's webinar program and research database, we have a great new asset for our team to enhance their skill sets."

TGM's breadth of service offerings across almost every market worldwide will contribute enormously to strengthening the concept of data dignity and reinforcing the business benefit of adopting ethical data practices while extending the global network of the ESOMAR "family". In addition, this extended family will allow ESOMAR to enrich further our "knowledge bank" of insights and fieldwork expertise, and extend our showcase of the real business advantage derived from leading-edge insights and analytics."

TGM Research is a global evidence-based insights company. We have a complete, unique, and rounded understanding of access to people worldwide, helping us reveal how people think, feel and act; globally and locally in over 130 markets. By combining the deep expertise of our people, and innovative survey technology, we help our clients understand people and inspire global growth.

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