CASE STUDY: WRITING

National Business Research Institute, Inc. – Write business articles for blog

About the National Business Research Institute, Inc.
The National Business Research Institute, Inc. (NBRI), provides an economical means by which all companies can use standardized questionnaire items and share their data anonymously to improve profitability and life in the workplace. NBRI's benchmarking database and root cause analyses are recognized best practices in the survey research industry.

Problem
Blogs for both the National Business Research Institute, Inc. and its Survey Software Online (SSO) subsidiary needed articles that combine timely business issues with issues related to survey research.

Solution
The National Business Research Institute, Inc. invited Terrie Nolinske, Ph.D., Principal of TNI Consultants LLC, to write 800-1,000 word articles related to business and survey research for their blogs.

Results
Dr. Nolinske writes articles that combine business issues with survey research. Topics have included levity in the workplace, benefits of social networking to employees and customers, sensory branding, 360-degree feedback and innovation.

Testimonial
"Dr. Nolinske provides excellent content for our readers. Her writing is always engaging, well-informed, well-researched, and highly accurate." *Shawn Devlin, Marketing Analyst, National Business Research Institute, Inc.*