Market research is one of the most critical steps to successful marketing. This Discussion will focus on different types of marketing research to make more sound decisions.

**Part 1 (short 150 word or more paragragh)**

Suppose McDonald’s® was considering bringing a new kind of hamburger to its stores. What kind of research would it need to do in order to have some confidence that the new product would sell well, not just in the United States, but in its locations all over the world?

**Part 2 (short 150 word or more paragragh)**

What are the trade-offs among all the types of research addressed? Suppose you are a manager of a small start-up firm with a limited budget. What kinds of research would be the most valuable? Why?