

## Cat 3412 Engine Specs

***YachtingYachtingMotorBoatingYachtingYachtingWisconsin Wood***

***Marketing BulletinThe Work***

***BoatYachtingYachtingYachtingMotorBoatingThe Northern Logger and***

***Timber ProcessorYachtingYachtingYachtingYachtingYachtingYachting***

***MotorBoatingThe Waterways JournalThe Commercial Car Journal***

***The Hidden Art of Interviewing People***

***The Waterways Journal***

There is growing interest in the use of Neuro Linguistic Programming (NLP) as a Qualitative Market Research technique. NLP was previously used in psychology to understand how people think and react, and as a tool in self-development, interpersonal skills and business, looking at how our brains think and experience the world. Qualitative Market research experts now see that using NLP can help the researchers understand the human brain and, armed with this power, they can find out the truth from interviewees. The Hidden Art of Interviewing People shows

how, by using NLP and related techniques in interviews, the market researcher can see beyond the obvious to the truth.

MotorBoating

How to get them to tell you the truth

**Beginning with 1937, the April issue of each vol. is the Fleet reference annual.**

**The Work Boat**

**AJM.**