

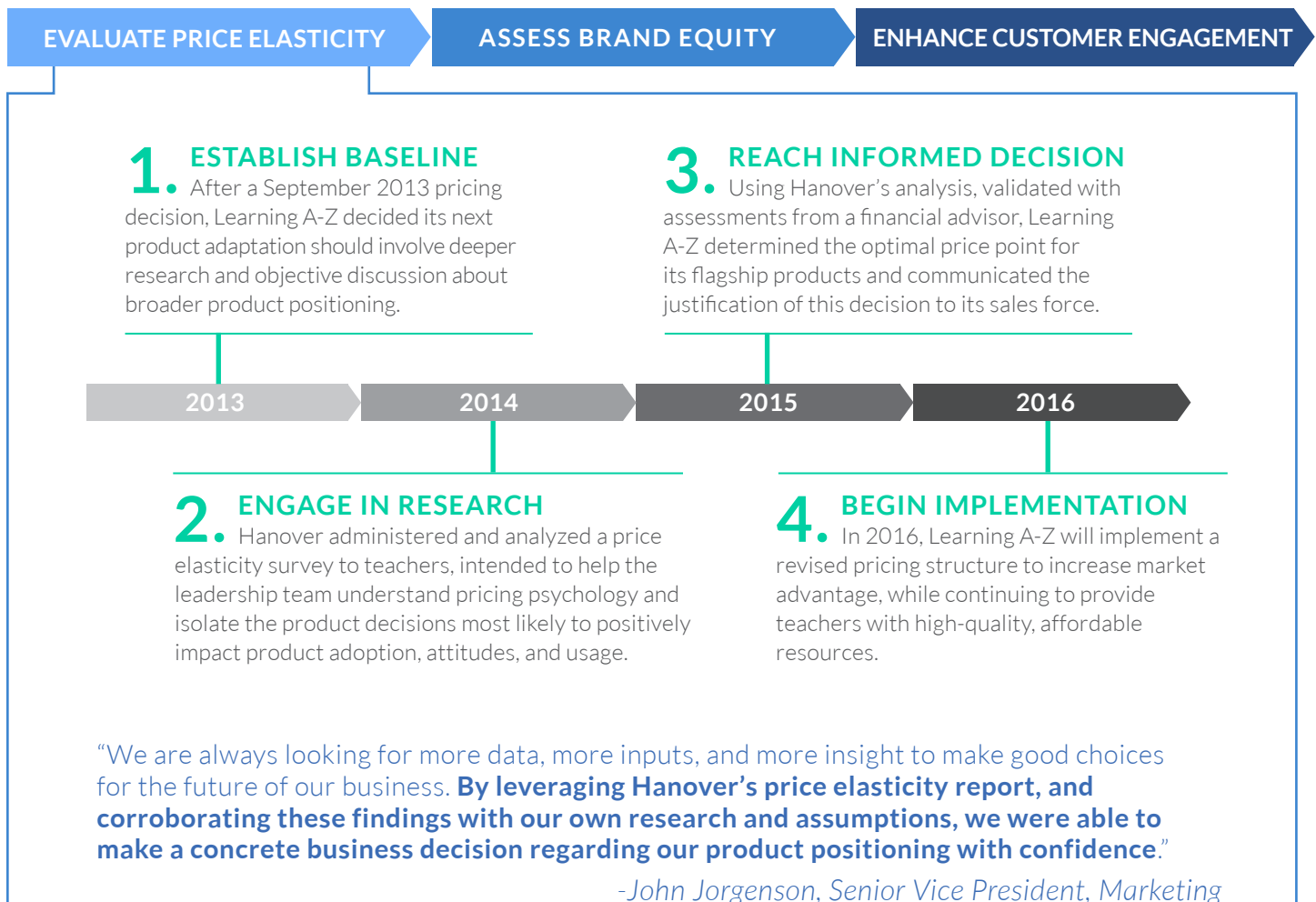


In recent years, Learning A-Z made a leap from a small startup to growing industry player. During this continued growth, the company’s mission remained constant: to ensure its suite of learning resources remain affordable, accessible, and desirable for teachers. As a business, however, executives realized strategic changes would be necessary to sustain this growth. Senior Vice President of Marketing John Jorgenson elaborates:

“We recognized that our business decisions were getting bigger and more complex. **Learning A-Z partnered with Hanover because research is the firm’s core competency.** Given our size, limited bandwidth for additional projects, and concentration of industry experts over those with specific analytical skillsets, we will continue tapping into third party resources like Hanover to address our research needs.”

In partnership with Hanover’s research team, Learning A-Z gains research validation for a variety of strategic business objectives – therefore enabling senior executives to better leverage data when making critical product positioning decisions.

KEY STRATEGIC RESEARCH INITIATIVES



For more information regarding this case study, contact info@hanoverresearch.com