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Is this a realistic number for your business model? Is the market already saturated or near saturation? Can you enhance your business model-for example can you offer other products, services, sell online, open other outlets? Market research should answer key questions, expose risks, and will probably throw up other questions.

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I can't promise this is the last article on screen time research that I will blog about. But this long-form piece by journalist Kim Tingley was irresistible because it illustrates several of the concepts in the Research Methods course. (Instructors--it would make a nice final exam review.)

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