

CMI Ranked 42 on Honomichl Top 50 List of U.S. Marketing Research Organizations

This is the second consecutive year that CMI has made the Honomichl list, the industry's benchmark for marketing research companies nationwide.

ATLANTA, Ga., June 28 (SEND2PRESS NEWSWIRE) – CMI has been ranked #42 on the 2010 Honomichl Top 50 list of the United States' largest marketing research organizations – up from a #45 ranking last year. Companies appearing on the list are ranked by annual revenues for the preceding year. CMI reported revenues of \$15 million, an increase of 6.4 percent from 2008.

“CMI has maintained a healthy growth trajectory through a very challenging recession while many companies have struggled. In particular, we've seen gains in the pharmaceutical and financial services industries,” said Chet Zalesky, president of CMI. “I attribute our success to the fact that we fulfill our promise to deliver relevant research that drives results. CMI's consultative approach is designed to leverage the diverse expertise and experience of our staff to exceed our clients' expectations.”

Research industry veterans Jack Honomichl and Laurence N. Gold, publishers of Inside Research, produce the annual industry report and rankings every June. This year's Honomichl Report includes extensive charts describing industry trends and analysis from industry leaders, based on input from 203 research firms. The Honomichl Top 50 and State of the Industry report appears annually in the June issue of Marketing News, a publication of the American Marketing Association.

About CMI:

CMI is a full-service [marketing research company](#) that helps clients understand target customers in the context of their world – the choices they make and why – to prioritize resources and generate growth. Since 1989, CMI has delivered unique solutions to uncover opportunities, optimize marketing strategies, and improve performance for clients in consumer and B2B markets. CMI's experienced team of market research consultants leverages a wide range of qualitative and quantitative methods and technologies to translate research into insights and insights into actions.

CMI serves primarily Fortune 1000 clients and is currently ranked on the Honomichl Top 50 list of the country's largest marketing research organizations. For more information about CMI, visit www.cmiresearch.com.

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