

SOMMAIRE

Introduction.....	9
Caveat	13
PART I. THE QUALITATIVE METHOD.....	17
Chapter 1 : The basics.....	19
1. The neuronal unconscious and the qualitative method.....	21
2. Cognitive sciences and the qualitative methodology	23
3. Beyond neuroscience	27
4. Emotion, imagination, communication	32
5. The consumer in all forms.....	35
6. Projection in marketing studies.....	37
7. Imagery: the radar effect	39
8. The one-on-one of qualitative studies.....	42
9. From motivation to anticipation.....	46
10. The predictive value of qualitative research.....	50
11. Freeing Speech	53
11. In conclusion.....	57
Chapter 2 : Methodology	61
1. Semiotics and qualitative studies	63
2. Creativity and qualitative studies.....	67

3. The Panoramic method for interactive groups	70
4. Anticipation and symbolic imagery	74
5. Behavioural observation.....	78
Chapter 3 : The Internet	81
1. Cyber-qualitative research	83
2. The potential of cyber-qualitative research.....	89
Chapter 4 : Analysis	95
1. Thematic Analysis	99
2. Analysis of the imaginary	106
3. Structural Analysis	110
Chapter 5 : The practical.....	147
1. The study procedure.....	149
2. The group dynamic.....	155
3. The Why behind the How.....	158
4. The new market requirements	160
5. How to manage contradictions	162
6. Have no fear of contradictions.....	164
7. Eurotunnel and Euro Disney.....	166
8. Talking without saying anything.....	168
9. Qualitative without numbers.....	171
10. Marketing and savings	173
11. The McDonald's experience.....	175
12. How to fail in a qualitative study.....	178
13. How to succeed in a qualitative study.....	181
PART II. PROJECTIVE TECHNIQUES	183
Chapter 6 : The methodology of idea associations	185
1. The principles of the idea association methodology.....	187
2. The various idea association techniques.....	193
Chapter 7 : The method of analogy	205
1. The “territories” projective technique	207
2. The “regional” projective technique	210
3. The coupling of “territories” and “regions”	214

4. The “beast” projective technique	217
5. The “genealogy” projective technique	221
Chapter 8 : The anticipation method	227
1. Principles of the anticipation method.....	229
2. The “anticipation square” technique	232
3. The “projective square” technique.....	235
4. The “symbolic square” technique	239
Chapter 9 : The role play method.....	247
1. Principles of the role play method.....	249
2. Role play techniques.....	250
Chapter 10 : The “graphic” projective method	265
1. The principles of the methodology	267
2. The “graphic” projective techniques	269
In conclusion	273
Bibliography.....	279