



## **ASG SageNote™ Library Consolidated Table of Contents**

SageNotes™ are two to four page research papers that focus on best practices, decision frameworks, tactical guidelines, case studies, events, strategic planning, and tutorials. SageNotes serve as key reference documents for many of the AR frameworks and best practices explored in ASG’s strategic analyst relations and operational effectiveness research.

This document compiles the table of contents for the ASG SageNotes™ Library.

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A Consumer Guide to using Gartner's Magic Quadrant

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Gartner's Magic Quadrant: Moving the Dot

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Gartner's Magic Quadrant: How Vendor Sales Should Respond

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AR and Sales: Dealing with Changing and Proliferating Magic Quadrants



## SageNote Series: Purchasing Analyst Services

Over \$100 million is wasted annually by IT vendors buying the wrong services at the wrong price from IT analyst firms. Buying the right IT industry analyst services is easier said than done. With the right process, you can ensure the best value for your money, and avoid costly mistakes. In this SageNote Series, we outline a step-by-step process to follow when buying IT analyst services and maximizing the value from those contracts.

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Multiclient Studies: Market Research Tool or Vendor Trap?

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How much to Spend on AR?



**SageNote Series: Consumers Guide to Analyst Research**

The role of these SageNotes™ is not to criticize the analysts or their methodologies but to equip the consumers of analyst research (whether corporations or IT vendors) with the best practices needed to properly utilize the research and recommendations from the IT analysts.

SageNote AR05

A Consumers Guide to Using Industry Analyst Research

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A Consumer Guide to using Gartner's Magic Quadrant

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A Consumers Guide to Market Share Numbers

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Influencing Analyst Firm Consultants



## **SageNote Series: Analyst Firms' Consulting Groups**

Most IT industry analyst firms offer consulting services in addition to their research and advisory services. The consultants at these firms play a distinct role in the influencer game, and that role is currently expanding as firms strive to grow revenues from their consulting business. This SageNote series presents background on the analyst firms' consulting groups.

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