

IBIS expanding market intelligence and competitive analysis capability

Louis Janse van Rensburg joined IBIS in January 2004. Louis brings a solid research and analysis capability to IBIS. Projects he has been involved in include research on the psychology of brands and research into the effect of goal setting strategies in the sport context.

Louis holds a B. Soc. Sci. (Hon): Psychology degree from the University of Pretoria having majored in qualitative data research, media psychology, descriptive statistics, inferential statistics and research psychology.

IBIS is currently growing its market in customised competitive analysis and market intelligence and Louis will play an important role in building this capacity.

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