

M1nd-set on its new joint venture research tool

***TRBusiness* talks to m1nd-set co-owners Peter Mohn and David Perroud about the companys recently announced collaboration with Generation Research.**



The two companies are combining their respective strengths in market analysis, insights and research to create a new research tool 'offering 360° research services and holistic market data'.

David Perroud, co-owner of m1nd-set, tells *TRBusiness* more about the new tool and what, collaboratively, the companies want to achieve.

Peter Mohn, Perroud's business partner at m1nd-set tells *TRBusiness* about some common denominators, worldwide, that prevent travellers from becoming shoppers.

We also asks Mohn about the company's recently completed report on the children's market conducted with Lego and what he regards as the most interesting findings.