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RESEARCH

POPai has compiled an extensive array of industry resources and research to bring the best available research to you in one convenient location. New information will be added on an ongoing basis, so visit POPai's online library often in order to enhance your meeting planning knowledge.

- **Best Available Research (B.A.R.)** - POPai is raising the bar when it comes to research. Access the industry's most robust and relevant reports on industry trends, white papers and see other original research. >>[Learn More](#)
- **POPai Bookstore** - Whether you're ready to move up the career ladder, trying to better position your business, or simply looking for strategies to get your ideas heard, POPai's Bookstore empower marketing at retail professionals to take action on their big ideas. >>[Learn More](#)

Got a Question? We've Got an Answer!

Name

Email

Company

Question

General

These may be of some interest.

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Education

Some knowledge for your noggin.

- [POPai U](#)
- [MaRC Certification](#)
- [Webinars](#)
- [Text Books](#)

Press

Smile for the camera.

- [POPai Press Releases](#)
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