

# The Exchange 2007 Market Adoption Report

Internet Research Group  
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## **About The Internet Research Group**

[www.irg-intl.com](http://www.irg-intl.com)

The Internet Research Group (IRG) provides market research and market strategy services to product and service vendors. IRG services combine the formidable and unique experience and perspective of the two principals: John Katsaros and Peter Christy, each an experienced industry veteran. The overarching mission of IRG is to help clients make faster and better decisions about product strategy, market entry, and market development. Katsaros and Christy recently published a book on high tech business strategy *Getting It Right the First Time* – Praeger, 2005 [www.gettingitrightthefirsttime.com](http://www.gettingitrightthefirsttime.com).





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