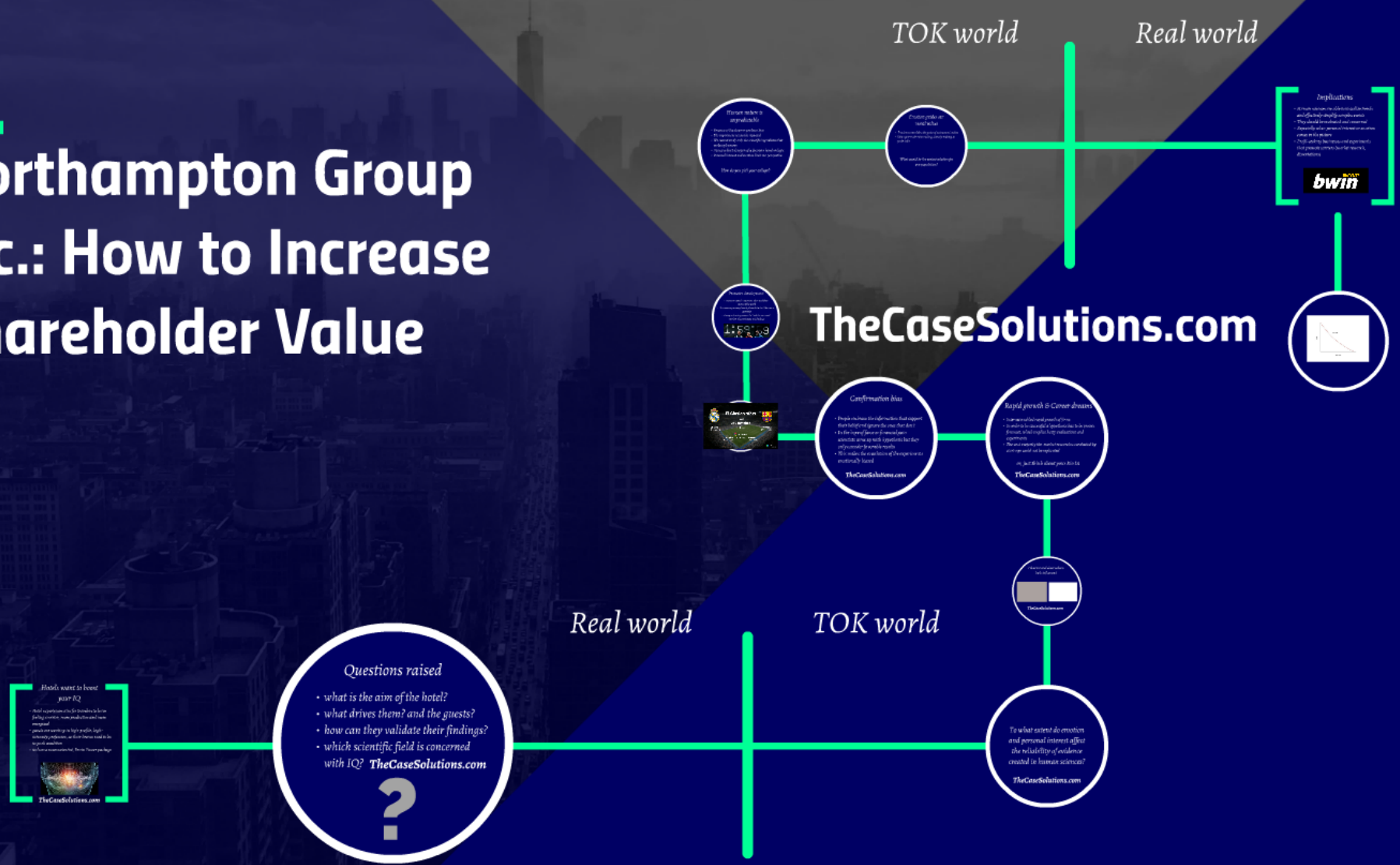


# Northampton Group Inc.: How to Increase Shareholder Value

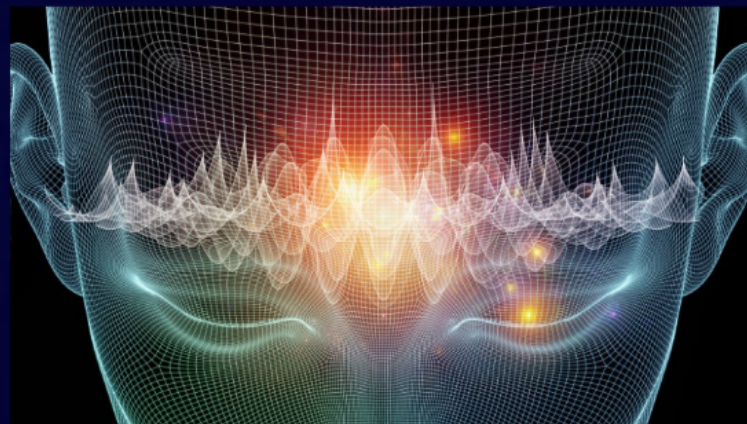


# Northampton Group Inc.: How to Increase Shareholder Value



# *Hotels want to boost your IQ*

- *Hotel experiences aim for travelers to leave feeling smarter, more productive and more energized*
- *guests are working in high-profile, high-intensity profession, so their brains need to be in peak condition*
- *in-house neuroscientist, Brain Power package*



## *Questions raised*

- *what is the aim of the hotel?*
- *what drives them? and the guests?*
- *how can they validate their findings?*
- *which scientific field is concerned with IQ? **TheCaseSolutions.com***



*To what extent do emotion  
and personal interest affect  
the reliability of evidence  
created in human sciences?*

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*Observer and observed are  
both influenced*



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## *Rapid growth & Career dreams*

- *Internet enabled rapid growth of firms*
- *In order to be successful a hypothesis has to be proven foremost, which implies hasty evaluations and experiments*
- *The vast majority the market researches conducted by start-ups could not be replicated*

*or, just think about your Bio IA*

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## *Confirmation bias*

- *People embrace the information that support their belief and ignore the ones that don't*
- *In the hope of fame or financial gain scientists come up with hypothesis but they only consider favorable results*
- *This makes the evaluation of the experiments emotionally biased*

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