

## **About RKMA**

Richard K. Miller & Associates (RKMA), founded in 1972, publishes handbooks focused on marketing and the consumer marketplace. With over 30,000 copies in print, RKMA ranks as one of the country's largest market research publishers.

RKMA established itself as a leading market analyst and futurist firm in the early 1980s with its research on advanced computing. The forecasts of Richard Miller, founder and president of the firm, on the commercialization of computer graphics, real-time supply chain management, industrial automation, and other emerging technologies were amazingly accurate. RKMA first wrote about the Internet (then called Arpanet) in 1984.

Richard, who grew up working in his family's retail business, has held a lifelong interest in consumer markets.

In the 1990s, RKMA transitioned from engineering and technology to publishing market research on the consumer marketplace.

## **About RKMA Publications**

RKMA publishes 12 biennial market research handbooks, as follows:

- *Business-to-Business Marketing*
- *Consumer Behavior*
- *Consumer Marketing*
- *Consumer Use of the Internet & Mobile*
- *Entertainment, Media & Advertising Market Research Handbook*
- *Healthcare Business Market Research Handbook*
- *International Consumer Markets*
- *Leisure Business Market Research Handbook*
- *Restaurant, Food & Beverage Market Research Handbook*
- *Retail Business Market Research Handbook*
- *Sports Marketing*
- *Travel & Tourism Market Research Handbook*

Through 2013, academic libraries accessed RKMA content in digital format through Ebscohost's Business Source Complete. Digital content is now available exclusively through RKMA offices. In 2013, RKMA launched the **eBook Package** for academic libraries, making available all six biennial editions via IP authentication access.

## **About RKMA Clients**

RKMA handbooks support MBA, marketing, hospitality management, and sports management curricula. Over 90% of major academic libraries in the U.S. and Canada have used RKMA reference handbooks.

In its 45 years in business, RKMA has had the opportunity to work with thousands of companies in the U.S. and Canada.

Several RKMA handbooks are recognized as the #1 reference in their respective field.

- Over 230 CVBs and tourism promotion agencies have used *Travel & Tourism Market Research Handbook*.
- All of *NRN's* Top 25 restaurant chains and 115 of the Top 150 chains plus hundreds of local chains and independent restaurants have used *Restaurant, Food & Beverage Market Research Handbook*.
- *The Healthcare Business Market Research Handbook*, published since 1997, is used by executives in virtually every major hospital in the U.S. Richard's experience in this field dates to the late-1970s when he served as vice president for a Florida-based healthcare company.
- Hundreds of retail companies, including each of the 10 largest U.S. retail chains, have used *Retail Business Market Research Handbook*.

### **About Richard K. Miller**

A graduate of Purdue University with a degree in mechanical engineering, Richard was active as an engineering consultant in the energy, environmental, and robotics fields since the early-1970s. He is a Certified Energy Manager, Certified Manufacturing Engineer, and Certified Sustainable Development Professional. Richard was recently named a Legend in Energy by the Association of Energy Engineers.

Through the 1990s, his consulting engineering firm had over 50 of the Fortune 500 firms and seven federal agencies as clients. Richard has been a speaker at over one hundred conferences, and thousands have attended his seminars and presentations.

One of the most published authors in North America, Richard has authored/co-authored over 400 books. His books have been published by AEE, Prentice Hall, RKMA, SME, Taylor & Francis, The Fairmont Press, and VanNostrand Reinhold.

Richard now works exclusively in consumer market research.