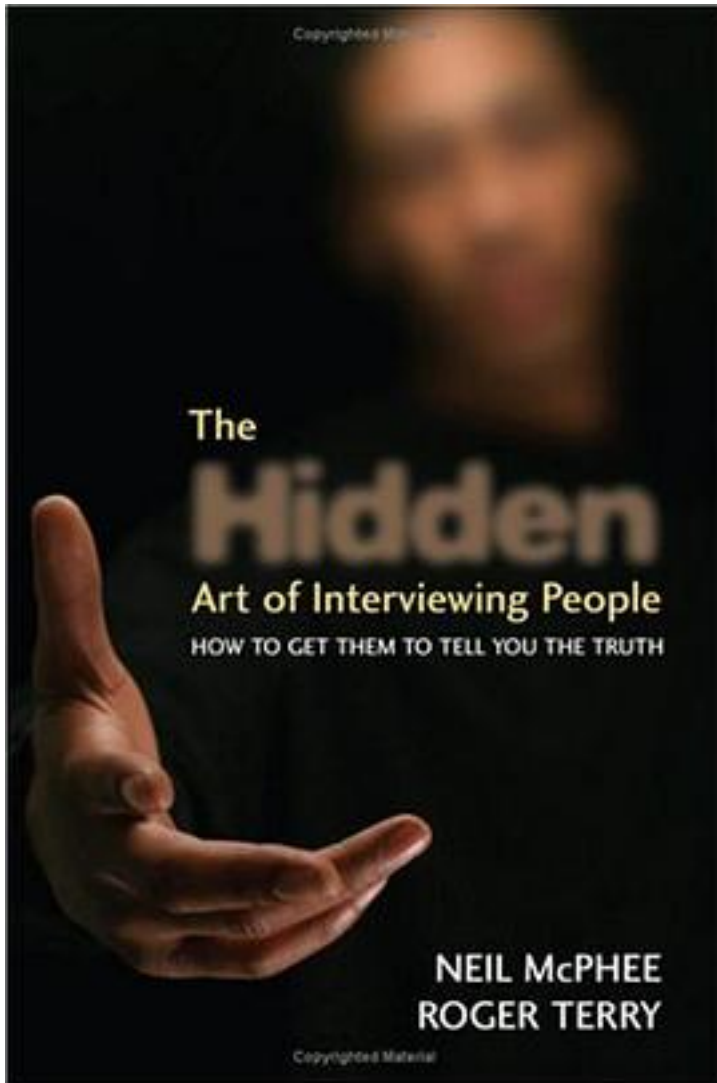# The Hidden Art of Interviewing People

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There is growing interest in the use of Neuro Linguistic Programming (NLP) as a Qualitative Market Research technique. NLP was previously used in psychology to understand how people think and react, and as a tool in self-development, interpersonal skills and business, looking at how our brains think and experience the world. Qualitative Market research experts now see that using NLP can help the researchers understand the human brain and, armed with this power, they can find out the truth from interviewees. The Hidden Art of Interviewing People shows how, by using NLP and related techniques in interviews, the market researcher can see beyond the obvious to the truth.

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