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| | <h2>Researching BDS Markets</h2> <p>Methodologies, recent findings and innovations</p> |

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| | <h2>Making MA more useful</h2> |
| | <ul style="list-style-type: none">■ Start by envisioning the market system at the end of the project■ Take a broad view of markets■ Be creative with methodologies■ Blend MA, project design and implementation■ MA is much more than just data |

New Resources on MA

- SEEP Practitioners Learning Program
in BDS Market Assessment
www.seepnetwork.org
- USAID AMAP BDS K&P
www.microLINKS.org
- BDS info exchange – Market
Assessment
www.bdsknowledge.org