Pef: GITC/P1

Subject: Pamphlet on export marketing research

Dear Sirs,

We are sending to you enclosed two lists:

1. International and national marketing research associations and societies

2. International and national directories of marketing research agencies

It is intended that these lists figure as appendices in a forthcoming pamphlet of this Centre on the subject of export marketing research. We are anxious that they should be both complete and accurate. Would you therefore be so kind as to examine them carefully and inform us if they need in any way to be corrected, amended or added to?

We should appreciate this collaboration on your part. May we emphasise that we should like to receive the replies quickly, if possible within a few days of your receipt of this letter.

Yours faithfully,

H.L. Jacobson
Director of the Centre
INTERNATIONAL AND NATIONAL MARKETING RESEARCH ASSOCIATIONS AND SOCIETIES

I. INTERNATIONAL

I.M.F. INTERNATIONAL MARKETING FEDERATION, 230 N. Michigan Avenue, CHICAGO, Illinois 60601, U.S.A.

ESOMAR (European Society for opinion surveys and market research - Commission Européenne pour l'étude de l'opinion et des marchés), 17 rue Berckmans, BRUSSELS 6, Belgium

WAPOR (World Association for Public Opinion Research - Association mondiale pour l'étude de l'opinion publique), c/o Miss Hélène Riffault, 20 rue d'Aumale, 75-PARIS 9e, France

EVAP (European Association for Industrial Marketing Research - Association européenne pour les études de marchés dans l'industrie) M. Brylinski, c/o C.E.M., 37 rue du Rocher, 75-PARIS 8e, France

II. NATIONAL

ARGENTINA MARKETING ASSOCIATION, c/o Nestlé, Paraguay y 9 de Julio, BUENOS AIRES, Argentina

VERBAND DER MARKTFORSCHER ÖSTERREICHS, c/o Institut f. Verbraucherbefragung, Schottenfeldgasse 1, VIENNA 7, Austria

MARKET RESEARCH SOCIETY OF AUSTRALIA, Secretariat : Victorian Division, Box 582 D, G.P.O., MELBOURNE, Australia

MARKETING EXECUTIVES ASSOCIATION OF BELGIUM, 54 st. Katelijnevest, ANTWERP, Belgium

AMERICAN MARKETING ASSOCIATION - CANADA, Mr. T.W. Kober, Vickers and Benson Ltd., 980 Yonge Street, TORONTO, Canada

DANISH MARKETING RESEARCH ASSOCIATION (Dansk Markedsanalyse Forening), Secretariat : 26 Skovtoftebakken, VIRUM, Denmark

FINNISH MARKETING ASSOCIATION (Markkinointiseura), Secretariat : Tuneberginkatu 14-16, HELSINKI, Finland

ADETEM, 36 rue de Penthièvre, 75-PARIS 8e, France

GERMAN MARKET RESEARCH ASSOCIATION (Bundesverband Deutscher Marktforscher E.V.) BVM - Secretariat : Bramfelderstrasse 128, 2000 HAMBURG 33, Federal Republic of Germany

GREEK MANAGEMENT ASSOCIATION - Marketing Division, 6 Pillelinon Street, ATHENS 118, Greece
INDIAN MARKETING ASSOCIATION, P.O. Box no. 5560, BOMBAY 14, India

MARKETING RESEARCH SOCIETY OF IRELAND, Secretariat:
Mr. P.J. Dillon-Malone, Irish Tam Ltd., 21 Lower Baggo Street,
DUBLIN 2, Republic of Ireland

ASSOCIAZIONE ITALIANA PER GLI STUDI DI MERCATO, Via Piemonte 26,
ROME, Italy and Via San Antonio 2, MILAN, Italy

THE JAPAN MARKETING ASSOCIATION, Ginza Studio Building, No. 13,
2-Chome, Ginza-Higashi, Chuo-ku, TOKYO, Japan

MEXICAN MARKETING ASSOCIATION (Asociación Mexicana de
Mercadotecnia), Secretariat: Paseo de la Reforma 330, 2º Piso,
MEXICO 6, D.F. Mexico

NETHERLANDS SOCIETY OF MARKET RESEARCHERS (Nederlandse Vereniging
Van Marktonderzoekers), Markon N.V., Keizersgracht 498,
AMSTERDAM, Netherlands

MARKET RESEARCH SOCIETY OF NEW ZEALAND, P.O. Box 134, WELLINGTON
New Zealand

PHILIPPINE MARKETING ASSOCIATION, P.O. Box 3199, MANILLE,
Philippines

SPANISH MARKETING ASSOCIATION, Calle Antonio Acuna 19, MADRID,
Spain

S.A. MARKET RESEARCH ASSOCIATION, c/o Prof. Dr. C. de Coning,
263 Skinner Street, P.O. Box 392, PRETORIA, South Africa

SWEDISH M-GROUPE (M-Gruppen), c/o Forssell, Trappvagen 1 A,
STOCKSUND, Sweden

SWISS RESEARCH CENTRE FOR MARKETING AND DISTRIBUTION, Strebelstrasse
25, 9010 ST. GALLEN, Switzerland

BRITISH MARKET RESEARCH SOCIETY, 39 Hertford Street, LONDON, W.1,
England

INDUSTRIAL MARKETING RESEARCH ASSOCIATION, c/o Mr. I. Maclean,
Air Products Ltd., Waverley House, Noel Street, LONDON, W.1, England

ASSOCIATION OF MARKET SURVEY ORGANISATION, c/o Mr. L.R. England,
Mass Observation Ltd., 148 Cromwell Road, LONDON, S.W.7, England

AMERICAN MARKETING ASSOCIATION, 230 North Michigan Avenue,
CHICAGO, Illinois 60601, U.S.A.
INTERNATIONAL AND NATIONAL DIRECTORIES
OF MARKETING RESEARCH AGENCIES

I. INTERNATIONAL

BRADFORD'S DIRECTORY OF MARKETING RESEARCH AGENCIES AND MANAGEMENT CONSULTANTS IN THE UNITED STATES AND THE WORLD:

CRONER'S REFERENCE BOOK FOR WORLD TRADERS: (Loose-leaf publication brought up to date by an amendment service). Croner Publications, Queens Village, N.Y., U.S.A. and 143, London Road, Kingston-upon-Thames, Surrey, England. 1966. $18.00 per year

ESOMAR YEARBOOK - Annuaire - Jahrbuch: European Society for Opinion Survey and Market Research, 17, rue Berckmans, Brussels 6, Belgium. 1966. Swiss Francs 12.00

FOREIGN ADVERTISING AGENCIES AND MARKETING RESEARCH ORGANISATIONS:

IM DIENSTE DER MARKTFORSCHUNG: M. Rembeck and G.P. Eichholz, Marktforschungsinstitute in Europa, Holzmann, Bad Wörishofen. 1962

INTERNATIONAL DIRECTORY OF MARKETING RESEARCH HOUSES AND SERVICES:

INTERNATIONAL REFERENCE HANDBOOK OF MARKETING SERVICES, ORGANISATIONS AND ADVERTISING CHANNELS: Juvenal Angel. World Trade Academy Press Inc., 50 E 42nd Street, New York, N.Y. $25.00


MARKET RESEARCH DIRECTORY: (Biennial). John Anns Publishing Co., 32 avenue Mont d'Or, Lausanne, Switzerland

II. NATIONAL

DANISH MARKET RESEARCHERS: The Danish Marketing Research Association, Copenhagen, Denmark. 1966

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TASCHENBUCH FUR DIE WIRTSCHAFTS-PRESSE: Markt- und Meinungsforschungs Institute, Werner Krall. BP Benzin und Petroleum AG, Abteilung Information und Presse, Hamburg. 1966


ANNUAIRE DU MARKETING: ADETEM, 36 rue de Penthièvre, 75-PARIS 8e, France. 1966-1967