A reply to Alistair Muir:

In the dynamic time of mergers and acquisitions, we are grateful for Alistair Muir's update on Demographic Profiles, given their recent purchase by CDMS.

It would be wrong, however, for us to appear to agree, even implicitly, with Muir's statement that SUPER PROFILES "*...is the most advanced segmentation tool available.*" Experience has demonstrated that the power of different segmentation tools varies by application and, indeed, it can be the links with external market research data and internal company data that are of paramount importance. Moreover, a simple statement about the degree of discrimination, quoted as "the finest", should not merely be associated with the number of clusters; such a statement seems to be along the lines of "*...never mind the quality, feel the width!*".

In terms of the academic pedigree, the design and development of Super Profiles has obviously benefited from input by academics, particularly Dr Stan Openshaw (who must be one of the world's leading researchers in this area). Again, it would be misleading to believe that CDMS has a monopoly on links with academia; active working relationships, in this time of greater industry-university links, exist in the majority of marketing services companies.

JOHN BEAUMONT
University of Stirling