Letters to the Editor

I was extremely interested to read the article on "**Market Analysis – An Opportunity for OR**" in *OR Insight* Vol. 2, Issue 1. However, I would like to correct several inaccuracies in the article and add further information:

- (1) "SUPER PROFILES" is two words and not one, as indicated in the article.
- (2) Demographic Profiles was bought by Credit and Data Marketing Services Limited (CDMS) in May 1987. CDMS is an operating division of the Littlewoods Organization. It is *not* as indicated in the article owned by O.E. McIntyre (O.E. McIntyre itself does not exist anymore, it was bought out by Bellman Data in 1988).
- (3) SUPER PROFILES is the most advanced geographic segmentation tool available with the finest discrimination – up to 150 clusters. It was also developed solely for marketing, whereas CACI's ACORN as the name suggests, was built for social analysis.

SUPER PROFILES also has the finest academic pedigree of the systems on the market. The academics from Liverpool and Newcastle Universities are still heavily involved in product development and promotion.

Incidentally, I am very impressed with *OR Insight* and think that it will make a significant contribution to expanding awareness and use of OR techniques, providing you can get a wide readership.

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