

SAARF considers a partner

In the spirit of openness, credibility and transparency, the South African Advertising Research Foundation (SAARF) is considering a request from Target Group Index (TGI) to form a co-operative relationship. At the request of the SAARF board, two independent reporters, Dr Daan van Vuuren and Professor Andre Lichthelm, will review the situation. A decision will be made by the middle of November 2005.

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