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attitudinal data, and
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and PMB.

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Letter: Media

posturing (Re:
Exchange of letters
by Tony Jarvis,
president of Toronto-
based media
planning firm Jarvis,
Sherman & Jarvis
and Graham Morris,
chairman of PMB
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in the May 27 issue
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Methods for the
Wine Market
(Vividata) A
database of
consumer
demographics,
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lifestyle and
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product usage

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from an annual
national survey of
readers of Canadian
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have been applied to
the study of
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