

Countdown to MARFA conference

The Marketing and Research for Africa website is holding its third annual conference on 3 - 4 October 2006, geared at helping marketers learn better ways of discovering what makes people buy certain products. Charles Leech, executive vice-president of Toronto's ABM Research and Louis Seeco, CEO of elements, and founder of The Brandpilgrimage Consultancy, will collaborate on a day-long presentation on the use of semiotics in research. For more info, go to www.marfa.co.za/marfaconference2006.html or email .

For more, visit: <https://www.bizcommunity.com>