

Informarkt's Key Man In Hamburg



Managing Director of our German subsidiary is Mr. Wolfgang Schaefer, recognized authority on marketing and media research.

A native of West Berlin, Mr. Schaefer was long associated with the opinion survey operations of the United States High Commissioner for Germany. Before undertaking the formation of INFORMARKT in 1962, he was Research Director of the Springer Publishing House in Germany, assistant to the president of a German advertising agency, and a research consultant.

Fluent in the American idiom, Mr. Schaefer is supported by an able staff of experienced research professionals at the Hamburg office and a national network of field workers throughout West Germany.

Hamburg, ancient seat of the great Hanseatic trading community and an honored leader in commerce and European unification, provides a fitting milieu for this new joining of vitalities.

The address is Borsteler Chaussee 287, Hamburg 20 (Tel. 58 75 51).

For further information about INFORMARKT and its services—or about UMR's other World-wide research activities—please call Charles Sobel, Vice President, International of UMR, Inc. in New York. The number is (212) PLaza 1-0730.

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