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- ❖ The page numbers are inconsistently applied and the quality of the Table of Contents varies from GMOR to GMOR.
 - ❖ Some sections, headings and sub-headings are not clearly distinguishable.
 - ❖ Some tables are difficult to read.

2.7 Marketing and Promotion

Participants did not endorse the concept of allowing private advertising or sponsorship in the GMORs. Many believed it would bring the objective of the GMOR into question.

Estimates of an acceptable price for a GMOR varied widely between groups. The price that would be acceptable was related to the perceived value-added of the publication. A nominal fee of anywhere from \$10 to \$50 would be about right; however, the price could be higher if the information contained in the GMOR was perceived to have a higher value.

2.8 Publishing Options

Participants were generally more concerned about how useful the information would be rather than how to access it. As timeliness was considered to be of critical importance, many participants could not envision highly valued market intelligence information in the current print format. They recommended that the information be updated quickly and have greater accessibility. There was general agreement that on-line access would enhance the timeliness of the information.

Although electronic access was widely endorsed, it was not unanimous. Participants acknowledged that publishing flexibility had to be built in to the process because electronic access would not suit everyone. For those who could not access the information in that manner, they suggested that a phone call and a fax might suffice.

The "higher tech" sectors such as aircraft repair and overhaul and packaging and labelling equipment, were generally more inclined to want to access information on-line. However, attitudes towards on-line access was more related to how technically-oriented companies were rather than by what sector they were in. For example, although many apparel manufacturers wanted only hard copy information, some of them felt that on-line access was