

American Research With A European Perspective



Thilo Mann & Timm Sweeney

Since 1983, SIL Group has been helping European researchers and their clients better understand American markets. Working in partnership with you, we bridge the culture gap that can separate a European marketer from their American customer.

We know that the New World can still be 'terra incognita'. So if you are working with a client who is seeking to establish or expand a North American presence, ring us up for more information. We will discuss our qualitative and quantitative services, including our new multilingual global CATI centre. Please also request copies of our latest publications on marketing in the Americas.

SIL Group

MIAMI: 413 Northeast Third Street, Delray Beach, FL, 33483 USA
CHICAGO: 8 South Michigan Ave., Suite 1111, Chicago, IL 60601 USA
Tel: +1 561 526 3200 **Fax:** +1 561 526 3201
E-Mail: sil@silgroup.net **Web:** www.silgroup.net