

MEMO# 2668

April 4, 1991

POSSIBLE RESEARCH PROJECTS

April 4, 1991 TO: DIRECT MARKETING COMMITTEE NO. 12-91 PUBLIC INFORMATION COMMITTEE NO. 12-91 SALES FORCE MARKETING COMMITTEE NO. 11-91 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 10-91 RE: Possible Research Projects

Attached are two Research Department memos that will be discussed at our April committee meetings. One discusses the possibility of the Institute establishing a permanent panel of mutual fund shareholders who could be surveyed for various future research activities. We are interested in seeing whether there is support for such an endeavor among mutual fund sales and marketing executives. The second concerns possible Institute research projects for the coming year. We would appreciate your input in this area. Best Regards, L. Erick Kanter Vice President Public Information & Marketing

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