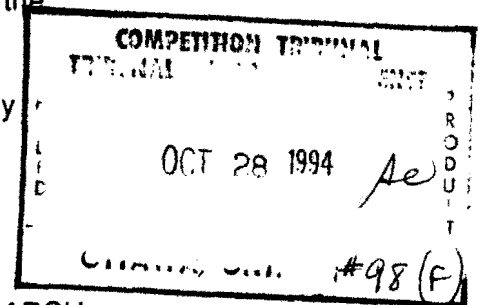


*Public*

CT - 94/01

IN THE MATTER OF an application by the Director of Investigation and Research under section 79 of the *Competition Act*, R.S.C. 1985, c. C-34;

AND IN THE MATTER OF certain practices by A.C. Nielsen Company of Canada Limited



BETWEEN:

THE DIRECTOR OF INVESTIGATION AND RESEARCH

Applicant

- and -

COMPETITION TRIBUNAL  
TRIBUNAL DE LA CONCURRENCE

File No. CT-94/1

No. du dossier Director v. The D & B Companies THE D & B COMPANIES OF CANADA LTD.

Respondent

Exhibit No. I-60(b)

- and -

No. de la pièce Nov. 1/94; 14-236

Filed on Shagané

Déposé le Shagané

Registrar Shagané

INFORMATION RESOURCES, INC.

Intervenor

**AFFIDAVIT**

I, JOHN P. GOULD, of the City of Chicago, Illinois, make oath and say as follows:

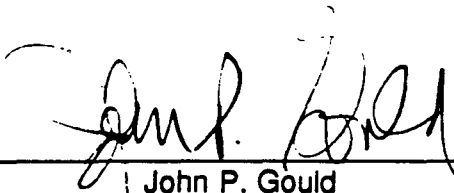
- I am a Distinguished Service Professor of Economics at the University of Chicago Graduate School of Business and, together with Mr. Andrew M. Rosenfield, I was retained by counsel for Information Resources, Inc. ("IRI") to undertake an analysis of the economic and

industrial organization aspects of certain issues raised in the Application filed by the Director of Investigation and Research in this proceeding. Attached as Exhibit "A" to my Affidavit is a true copy of the report prepared for counsel to IRI pursuant to the aforesaid request.

2. I am an economist specializing in economic theory, industrial organization and business strategy. I have been a member of the faculty of the University of Chicago Graduate School of Business since 1965. For ten years, from July 1983 through June 1993, I served as Dean of the University of Chicago's Graduate School of Business. From 1988 through 1991, I also served as Vice-President for Planning for the University of Chicago. In 1978, I was Visiting Professor at the Graduate Institute of Economics at National Taiwan University. I have served as Editor of the Journal of Business and Associate Editor of the Journal of Financial Economics and Journal of Accounting and Economics, and I am a member of the American Economic Association and Econometric Society. I have published numerous articles in scholarly journals, including the American Economic Review, the Journal of Political Economy and the Journal of Business, and I am co-author of Microeconomic Theory, a leading textbook that covers all major areas of microeconomics. In addition to my academic and administrative experience, I served in Washington as Special Assistant for Economic Affairs for then Secretary of Labor George P. Shultz and in a similar capacity at the Office of Management and Budget. I have testified as an economic expert in the District Courts of the United States and before the Federal Trade Commission. Attached as Exhibit "B" is a true copy of my complete curriculum vitae.

SWORN before me at the City  
of Chicago, in the State of  
Illinois this 20th day  
of September, 1994

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John P. Gould

