The paper will draw on rather more than thirty years of experience - beginning with a perspective on work undertaken in the middle to late 1980s by the author - and the then methodology. It will explore in particular approaches to aggregation and extrapolation/interpolation and the various compromises that have had to be made between excessive purism and undue reliance on stylised facts. These will be illustrated by productivity and poverty comparisons undertaken in the 1980s and 1990s - and by attempts to measure non-trading services since then.