

Index

Name, Organization, Brand, Company

Note: *Italicized page numbers indicate illustrations.*

- A
A&P, 188, 353
AARP, 488
Abbott Laboratories, 385
ABC, 400
ABC World News Tonight, 436
Abercrombie & Fitch, 157, 361
Absolut Vodka, 429, 492
Academy Awards, 414
Accenture, 222, 247, 410
Ace Hardware, 373
Achilles Track Club, 77
ACNielsen Corporation, 102, 117
ACNielsen's Scantrack, 261
Acoustimass system, 538
ActiveGroup, 107
AcuPOLL, 256
Acura, 229, 560
Acuvue, 521
Acxiom, 118, 191
The Ad Council, 223
Adams, Janet, 576
Adapteq, 173
Adbowl, 202
Adidas, 36, 135-37, 194, 434, 520
Adobe, 450
Advanced Micro Devices, 530
Advertising Age, 398
Advertising Research Foundation, 435
The Advocate, 76, 77
Aetna, 133
AFG Industries, 524
AFLAC, 434
Afta, 230
Aguilera, Christina, 513
Ahmed, Dawn, 73
Air Jordan, 206, 326
AirCanada, 99
AirTran, 303
Alamo, 500
Alba, Jessica, 145
Alberto Culver, 533-34
Alberto VO5, 533
Albertson's, 81, 86, 367, 368, 390, 394
Albrecht, Katherine, 121
Alcoa, 585
Aldi, 384
Alexander, Lamar, 295
Alexander of Russia, 295
Aliph, 235
Alison Brod, 156
All Grown Up, 575
All-Bran cereal, 133
Allegrezza, Ray, 33
Allen, Leslie J., 215
Alloy.com, 443
Allstate Brickyard 400, 2
Allstate Insurance, 75-76, 244
Altoids, 189
Always, 213
Amazon.com, 18, 21, 38, 120, 206, 232, 270, 299, 318, 319, 336, 344, 347, 382, 408, 442, 481, 482, 490, 493, 495, 497, 501-02, 504, 505
AMD, 209, 521
America Online (AOL), 38, 345, 497, 504-05
America West, 303
American Airlines, 303, 385, 531, 581
American Association of Advertising Agencies, 577
American Botanical Council, 365
American Customer Satisfaction Index, 227
American Demographics, 102
American Eagle Outfitters, 121
American Egg Board, 189
American Express, 91, 119-20, 188, 192, 222, 268, 437, 455, 470-71, 507, 524
American Express Centurion card, 525-26
American Girl Inc., 202, 219
American Greetings, 197
American Heritage Dictionary, 405
American Idol, 414, 430, 431, 433, 437, 542, 551
American Legacy Foundation, 421-22
American Marketing Association, 122, 593, 594-95
American Society for Quality, 224
America's Next Top Model, 443
Ameriprise Financial, 69, 76
Ameriquest, 446
Amway, 338
Analytical Graphics, 467
Andersen Consulting, 247
Anderson, Brad, 24-25
Anderson, Eric, 316
Anderson, Pamela, 196
Angels Secret Embrace, 156
Anheuser World Select, 409
Anheuser-Busch, 76, 253, 405, 406, 488, 527, 529
Animal House, 448
Anne Klein, 342
Antitrust Division (Attorney General's office), 84
Anything Left-Handed, 194
AOL Music, 521
APC, 450
Apple Computer, 5, 80, 141, 190-91, 197, 222, 233, 235, 250-52, 266, 279, 309, 324, 345, 346, 371, 376, 450, 489, 492, 518, 521, 527
Apple jacks, 471
Applebaum, Michael, 493
Applebee's, 185-86, 203
Applied Microdynamics, 258
The Apprentice, 222, 433, 502
AquaFina, 447-48
Arbitron, 102
Archer Daniels Midland, 19
Arellano, Kristi, 490
Ariel, 213
Arizona Balloon Festival, 444
Arizona Jeans, 233
Arm & Hammer, 528
Armani, 235, 287, 525, 547
Armourcote, 488
Armstrong, Lance, 217
Arndt, Michael, 289
Arquette, Courtney Cox, 156
ASDA, 566
Ashkenazy, Vladimir, 295
Asphalt Innovations, 311
Associated Grocers, 373
Associates Sales Satisfaction Index Study, 214
Association of Black Cardiologists, 132
Association of National Advertisers (ANA), 438, 439
AT&T, 57, 507, 508, 580
ATA, 303
The Athlete's Foot, 367
Auchan hypermarket, 571
Audemars Piguet, 525
Audi, 93, 547
Aussie shampoo, 198
Automatic 5-Minute Pasta and Sausage Maker, 489
Avaya, 458
Aveda, 196
Aventis, 234
Avis, 77, 126, 343, 427, 530
Avon, 256, 350, 418, 503
Azronauer, Rebecca, 465
Babies 'R' Us, 283
Babwin, Don, 589
Bagot, Brian, 249
Baizer, David, 408
Baja Fresh, 62, 433
Baker, Eric, 512-13
Baker, John, 444
Baker's Joy, 533
Baldwin Piano, 81
Baltimore Aquarium, 173
Banana Republic, 121, 196, 228
BAND-AIDS, 232, 522, 543
Bandler, James, 180
Bank of America, 75, 119
Bantam books, 543
Barbaro, Michael, 371
Barbie dolls, 283
Barclay, Paul, 508
Barcroft, Taylor, 191
Barnes & Noble, 49, 299, 343, 382, 384, 517, 520-21
Barnes, Rosemary, 296
Barneys, 249
Barry, Mike, 278
Barrymore, Drew, 217
Bartlett, John, 490
BASF, 222
Baskin-Robbins, 433, 543
Bath & Body Works, 156, 373-74
Bauer, Marc, 36, 248, 490
BAUMA, 472-73
Bausch & Lomb, 290, 321
BAX Global, 358
Bayer, 434
Bazar, Emily, 437
BBDO, 422

I-2 Name, Organization, Brand, and Company Index

- Beanie Babies, 33
 Beardi, Cara, 437
 BeautyRest, 232
 Becker, Boris, 541
 Beckman, Mark, 289
 Bed Bath & Beyond, 472
 BehaviorScan, 261
 Belda, Alain, 585
 Bell, Alexander Graham, 82
 Ben & Jerry's, 27, 155, 437, 499, 587-88
 Benetton, 342
 Ben-Gay, 254
 Benson, Dan, 379
 Bentley, 348-49, 547-48
 Bentley Continental GT, 286
 Bergdorf Goodman, 526
 Berger, Warren, 423
 Bergstrom, John, 214, 215
 Berkowitz, David, 393
 Berner, Robert, 137, 273, 371
 Berra, Yogi, 22
 Bershka and Stradivarius, 362
 Best Buy, 24-25, 65, 81, 209, 265, 315, 316, 339, 344, 345, 353, 364, 367, 380, 382, 469, 498, 501, 587
 Betamax, 278
 BET.com, 193
 Better Business Bureau, 572, 576
 Betterly, Laura, 504
 Betty Crocker, 160
 Beverage Partners Worldwide, 343
 Bhattaagar, Parija, 33, 362
 Bibbentuckers, 115-16
 Bic pens, 225
 Bick's pickles, 296
 Big G cereals, 160
 Big Gulp, 369
 Big Mac, 6, 49, 320, 491, 550
 Bijan's, 377
 Bike Friday, 14-15
 Bill and Melinda Gates Foundation, 598
 Binney & Smith, 517
 Bionic Breeze, 428
 Birds Eye, 234
 Bizrate.com, 120, 319, 497
 BJ's Wholesale Club, 367, 372
 Black & Decker, 53, 55, 161, 230, 346-47, 356, 455, 469, 558, 561
 Black Flag, 121
 BlackBerry, 210, 219, 220, 560
 Blackboard software, 234
 BlackPlanet.com, 133
 BlackVoices.com, 133
 Blair, Jason, 32
 Blaisdell, Betsy, 570
 Bligh, Phil, 115
 Blockbuster, 364, 498, 531
 Bloom, 383
 Bloomingdales, 249, 339, 376, 486
 Blue Ribbon Sports, 34
 BlueEyes technology, 110
 Blue's Clues, 235
 Blum, Brad, 421
 Blu-ray technology, 278-80
 BMW, 14, 21, 50, 73, 93, 124, 142, 203, 208, 228, 434, 455, 493, 525, 542, 547
 BMW MINI Cooper, 397, 400, 422, 499, 522
 Bocklage, Judy, 477
 The Body Shop, 81, 155, 231, 232, 442
 Boeing, 149, 160, 320, 452-53, 543, 548
 Boggs, Luke, 371
 Bogusky, Alex, 396-98, 421
 Bolain, Brian, 73
 Bompreco, 566
 Bonamicci, Kate, 304
 Boone, Aurora, 284
 Borders, 382, 433, 517
 Bose, Amar, 537-38
 Bose Corporation, 204, 488, 537-38
 Bosman, Julie, 73
 Boston Beer Company, 434
 Boston Consulting Group (BCG), 38-39, 252
 Botti, Chris, 16
 Bounce, 198
 Bounty, 198, 213, 233
 Bowerman, Bill, 34
 Bowflex, 488
 Boyda, Debra, 589
 Boyle, Matthew, 25
 BP, 543
 Bran Buds, 559
 Branches Hockey, 200
 Brat, Ian, 289
 Bratz dolls, 283
 Bravia TVs, 493
 Bravo! Foods, 236
 Breeze clothes steamer, 265
 Brink's Home Security, 237
 Bristol-Myers, 176
 British Airways, 244, 524, 525
 Brokeback Mountain, 76
 Brooker, Katrina, 449
 Brookstone, 376, 433
 Brown, John, 379
 Brown, Stephen, 593
 Brubaker, Harold, 331
 Bruss, Jill, 599
 Bryant, Kobe, 410
 BtoB magazine, 172-73
 Bud Light, 202, 405
 Budweiser, 100, 202, 268, 406, 437, 446, 517, 554
 Buffet, Warren, 424
 Buick, 222, 410
 Build-A-Bear, 6, 32-33
 Bulbs.com, 482
 Bulgari, 342
 Bulik, Beth Snyder, 280
 Bulmash, Robert, 121
 Burberry, 410
 Bureau of Economic Analysis, 116
 Burger King, 11, 46, 182, 190, 343, 397, 421-23, 433, 437, 438, 502, 529, 574
 Burke, Steven, 457
 Burns, Enid, 505
 Busch, August IV, 406
 Bush, George W., 329
 Bush, Sophia, 156
 Business Traveler News, 242
 BusinessWeek, 32, 164, 165, 282-83, 284, 436, 550
 BusinessWeek/Interbrand, 550
 Butler, Susan, 423
 Butterball Turkey, 80, 443
 Buy.com, 345, 382
 BuyMusic, 345
 Byerley, Robert, 114-16
 BzzAgent, 408-09
 Cabbage Patch Kids, 33
 Cabela's, 377, 378-79
 Cadbury, 275
 Cadillac, 14, 21, 203, 227
 Cadillac Escalade, 203
 Caesar's Entertainment, 114
 Caesar's Palace, 50
 Caffé Mocha, 218
 California Online Privacy Protection Act (OPPA), 508
 Callaway, 372
 Calvin Klein, 235, 437
 Calyx & Corolla, 336, 494
 Camay, 55, 198
 Camay beauty soap, 323
 Campbell Soup Company, 56, 57, 101, 103, 141, 320, 385, 427, 454, 528-29
 Canada Dry, 239
 Canon, 179, 518
 Cantwell, Maria, 329
 Capell, Kerry, 165
 Capital Cities/ABC, 42
 Capote, 76
 Cardinal Health, 167, 454
 Carhartt, 139-40
 Caribou Coffee, 43
 Carnation milk, 543
 Carpenter, George, 599
 Carr, David, 526
 Carrefour, 276, 367, 384, 565, 566
 Cars, 471
 Carters, 371
 Cartier, 547
 Cartoon Network, 138, 400
 Carty, Sharon Silko, 215
 Carvel, 490
 Cascade, 198, 233
 Case, Jordan, 150, 151
 Casley, Steven, 304
 Caspian, 121
 Cassidy, Hilary, 249
 Catalog Age, 485-86
 Caterpillar, 160, 162, 288, 332-34, 418, 523, 527, 529, 543
 Cause Marketing Forum, 85
 CB Drug, 61
 CBS, 19, 400
 CBS Sportsline, 513
 CDW Corporation, 175, 450-52, 458
 Cebryuski, Gregg, 490
 Cendant, 469-70
 Centurion, 188
 Chambers, John, 516
 Champion, 189-90
 Chandler, Clay, 567
 Chanel, 94, 410
 Chanel No. 5, 438
 Chang, Julia, 151
 Chantico, 44
 Chapman, Chappy, 334
 Charles Schwab, 38, 228, 242-43, 505
 Charmin, 190, 213, 443, 444
 Charmin Basic, 287, 323
 CheapTickets.com, 469
 Cheer, 198, 199, 268
 Cheerios, 160, 226
 Chef Williams 5 Minute Marinade, 258
 ChemStation, 164-65
 Chevrolet, 138, 214, 215, 224
 Chevy Nova, 560
 Chevy Tahoe, 92, 137
 Chevy Uplander, 138
 Chex, 226
 Chex Mix, 160
 Chiang, Lynette, 14-15
 Chicago Board of Trade, 501
 Children's Advertising Review Unit, 202, 508, 576
 Children's Online Privacy Protection Act (COPPA), 508
 The Children's Place, 121
 Chili's, 433, 434
 Chinatex, 548
 Chinese Basketball Association, 542
 Ching, Daisy, 558
 Chips Ahoy, 226, 575

- Cho, Fujio, 93
 Chon, Gina, 93
 Chrysler, 121
 Chrysler 300, 404
 Chuck Taylor All-Stars, 248, 249
 Church of Stop Shopping, 578
 Ciao Bella Ice Cream, 502
 Clerge, 525
 Cifra, 565
 Cipolla, Lorin, 346
 Circle K, 367
 Circuit City, 209, 344, 501, 587
 Cisco Systems, 173-74, 450, 465, 495, 516
 Citibank, 198
 CITIC Ltd., 567
 Citicorp, 54
 CitiGroup, 119
 Citroen DS-19, 538
 City Year, 568
 Clairol, 503
 Clairol Herbal Essences, 137
 Clancy, Kevin, 298
 Claritas, 191-92
 Clark, Maximo, 6, 32-33
 Clarkson, Kelly, 145
 Clendenning, Alan, 567
 Cliburn, Van, 295
 Clickz Stats/CyberAtlas, 102
 Clift, Simon, 556
 Clinique, 196
 Clorox, 261
 Clorox Wipes, 258
 Clorox's ReadyMop, 489
 CNN, 102, 141
 CNN Airport Network, 437
 Coach, 94-96, 372
 Cobain, Kurt, 248
 Coca-Cola, 4, 26, 48, 49, 66, 136, 144, 193, 194, 206, 230, 231, 237, 238, 253, 268, 276, 315, 316, 342, 343, 348, 397, 409, 414, 426, 428, 433, 434, 437, 439, 440, 447-49, 469, 492, 496, 517, 530, 540, 543, 549, 550, 554, 559, 560, 561, 562, 597, 598-99
 Coca-Cola Classic, 417
 Cocoa Puffs, 576
 Cohen, Andy, 477
 Cohen, Ben, 588
 Coldplay, 319, 512, 513
 Cole Haan, 36
 Colgate, 202, 229-30, 530, 543, 552
 Colgate Actibrush, 263
 Colgate-Palmolive, 239
 Combs, Sean (P. Diddy), 489
 Comcast, 435
 Comedy Central, 181-92, 400
 Commerce Bank, 206
 Commercial Alert, 137
 Commuter Channel, 437
 Companhia Brasileira de Distribuicao, 566
 Compeau, Larry D., 324
 Compton, Jina, 313
 CompUSA, 380
 comScore Networks, 102, 512
 Conley, Lucas, 33, 444
 Consort, 533
 Consumer Product Safety Commission, 82, 84, 275
 Consumer Reports, 93, 243, 491, 574
 Consumers Union, 574
 Contac, 325
 Continental Airlines, 76, 303, 313
 Converse, 36
 Converse All-Stars, 248-49
 Conway, Wayne A., 171
 Cook, Steve, 409
 Coors, 560
 Copeland, Douglas, 70
 Copeland, Michael V., A9
 Corbin, Brett, 73
 Cosi, 62
 CosmoGIRL, 138
 Cosmopolitan, 503
 Costco, 65, 209, 233, 367, 370, 372, 376, 377, 380, 381, 382, 384, 472, 517, 571, 587
 Council for Marketing and Opinion Research, 119
 Council of American Survey Research Organizations (CASRO), 122
 Courtyard by Marriott, 229
 Covered Bridge Festival, 444
 CoverGirl, 198, 413, 488, 558
 CoverGirl Advanced Radiance, 339
 Cox, Tina, 467
 Cracker Jack, 254
 Craftsman, 232
 Craigslist, 512
 Crain, Rance, 599
 Crapsy Fruit, 560
 Crayola, 517
 Creativity, 398
 Crest, 132, 207, 213, 223, 272, 434, 552
 Crest SpinBrush, 187, 263, 272, 293
 Crisco, 273
 Crest Whitestrips, 272
 Crispin Porter + Bogusky, 396-98, 400, 421, 502
 Crockett, Roger, 33
 Croft, Martin, 560
 Cross, Robert, 313
 Crystal Clean, 230
 Csaplari, Dick, 464
 CSI, 430
 Cub Foods, 390
 Culligan, 236
 Curry Pringles, 185
 Curves, 69, 232
 CVS/pharmacy, 339, 373, 459, 472
 The CW Television Network, 19
 D
 D'Agostino, 368
 Dahl, Gary, 268-69
 DaimlerChrysler, 228, 257, 258-59, 262-63, 385, 404, 455, 476, 477, 548, 584
 Dannon, 523
 Darlin, Damon, 532
 Dasani, 448, 560
 Dash, Eric, 526
 DataStar, 100
 Datsun, 213
 David Sunflower Seeds, 501
 Dawn, 198
 Dawn Direct Foam, 137
 Day, Margaret, 14, 15
 Days Inn, 469
 Daytona 500, 2
 DDB Worldwide, 446
 de Guzman, Doris, 199
 de Lisser, Eleena, 526
 De Mesa, Alycia, 157
 Death of a Salesman, 452
 Defense Logistics Agency, 176
 DeGeneres, Ellen, 188
 Del Monte, 234
 Del.isio.us, 135
 Dell, 4-5, 18, 19, 24, 32, 54, 76, 97, 138, 161, 172, 175-76, 200, 206, 209, 251, 309, 317, 318-19, 321, 324, 336, 342, 344, 345, 354, 478-80, 481, 482, 488, 489, 490, 495, 504, 523, 524
 Dell, Michael, 478-80, 504-05
 Delta Air Lines, 173, 302, 323
 DeNiro, Robert, 188
 Department of Government Affairs, 176
 Der Hovanesian, Mara, 526
 Design, 224
 Desperate Housewives, 430
 Deutsche Bank, 275
 DeWalt power tools, 230
 Dial Media, 488
 Dialog, 100, 103
 Dial-O-Matic Food Slicer, 489
 Diamond, 387
 Diet Coke, 417, 559
 DiFabio, Angela, 499
 Digg, 135
 DiGiorno, 210
 DiPiazza, Samuel, 593
 Direct Marketing Association (DMA), 481, 485, 508-09
 DirecTV, 429, 493
 Discovery Store, 433
 Dish Network, 501
 Disney, see The Walt Disney Company
 Disneyland Paris, 551
 Ditucci, Richard, 457
 DKNY, 527, 550
 Dodgeball, 217
 Doherty, Jacqueline, 42
 Do-It Best hardware, 373
 Dolce & Gabbana, 372
 Dole Classic Iceberg Salad, 226
 Dollar General, 78, 188, 209
 Dollar Tree, 188
 Domino's Pizza, 437
 Dongan Sports Center, 541
 Dora the Explorer, 235, 236
 Dora's Talking Dollhouse, 235
 Doures, Joseph J., 171
 Dove, 587, 588-89
 Dove Campaign for Real Beauty, 588-89
 Dove Self-Esteem Fund, 589
 Dow Jones News Retrieval, 100
 Dow Plastics, 491
 Downy, 198, 213
 Dr. J., 248, 249
 Dr Pepper, 517
 Dr. Seuss, 235
 Drakkar Noir, 559
 Dream Dinners, Inc., 74
 DreamWorks, 433
 Dreet, 198, 199
 Drucker, Peter, 5
 Drunkuk, Jennifer, 505
 Drysl, 488
 Dumaine, Brian, 538
 Dun & Bradstreet, 100, 102
 Dunaway, Cammie, 106
 Dunkin' Donuts, 31, 182-84
 DuPont, 160, 288, 297, 409, 453, 458
 DuPont Teflon, 161-62
 Dyson, 208
 E
 Eagle Snacks, 529
 Earthbound Farms, 88
 Earthlink, 497
 Eastman, George, 178
 Eastman Kodak, 518
 Eaton, 178
 eBay, 25, 37, 38, 76, 319, 382, 481, 493, 495, 497, 504, 507, 512
 Echostar, 493

- Eddiebauer.com, 85, 465-69
 Edison, Thomas, 82
 Edwards, Jim, 433
 Edwardson, John, 451
 Edy's, 4, 409, 410
 Edy's Slow-Churned, 404
 eGO Bikes, 278
 Eisen, Mark, 371
 Eisinger, Jesse, 477
 Eisner, Michael, 41, 238
 Ek Chor Distribution System Co. Ltd., 566
 Electric Food Dehydrator, 489
 Electrolux, 265-66, 560
 Electronic Arts (EA), 256
 Elgin, Ben, 180
The Ellen Degeneres Show, 76
 Elliott, Stuart, 371, 411, 433
 Elmer's 3D Paint Pens, 258
 Emerson, Ralph Waldo, 60
 Encyclopaedia Britannica Online, 497
 Engel, Ernst, 78
 English Times, 68
 Enron, 87, 329
 Enterprise Service Quality Index (ESQI), 126
 Enterprise Rent-A-Car, 124-26
 Entourage, 433
 Environmental Protection Agency (EPA), 79, 84, 546, 584, 592
 Envisage Technologies, 175
 Epinions.com, 319
 Epson, 179
 Equate, 233
 Era, 198, 199
 Ernst & Young, 506
 Erving, Julius, 249
 Estaban, Elizabeth, 558
ESPN The Magazine, 436
 ESPN XGames, 71
 ESPN.com, 497, 501
 Esté Lauder, 196, 218, 408, 490
 Ethan Allen, 494
 Etonic, 406
 eToys.com, 497
 Eurcka, 265
 European Commission, 82
 European Economic Commission, 175
 European Union (EU), 545, 585
 Evans, Patti Freeman, 394
 Everyday Living brand, 233
 Evian, 218, 313, 447
 Evian Brumisateur Mineral Water Spray, 318
 Excedrin Tension Headache Cooling Pads, 258
 Exeter Brands Group, 249
 Expedia, 382, 493, 497
 Experian, 181
 Express, 156, 373
 Exxon, 232
 ExxonMobil, 193, 276, 329-31, 543
 ExxonMobil Speed-Pass, 81
 Eyster, John, 283
- F**
 Facebook.com, 135
 Factiva, 102
 Fahey, Jonathan, 341
 Fairfield Inn by Marriott, 229
 Faletta, Robert, 457
The Fall of Advertising & the Rise of PR, 442
 Family Dollar, 8, 78, 188, 209
 Farah, Samar, 137
 Farley, Jim, 73
 Farris, James, 457
Fast Company, 32
 Febreze, 432-33
 Federal Aviation Administration, 84
 Federal Bureau of Investigation (FBI), 202
 Federal Business Opportunities, 176
 Federal Communications Commission, 84
 Federal Energy Regulatory Commission, 84
 FedEx, 232, 253, 336, 524
 Federal Internet Crime Complaint Center (IC3), 507
 Federal Trade Commission (FTC), 84, 102, 202, 234, 326, 330, 419, 487, 507, 508, 572, 577
 Federated Department Stores, 339
 FedEx Kinko's, 74-75
 FedEx Logistics, 358
 Feingold, Lily, 157
 Fels Naptha, 268
 Fendi, 94
 Ferragamo, 342
 Ferrari, 48, 455, 476
 Fiat, 455, 476
 Fiberglass, 232
 Fidelity Investments, 70, 344, 498
Field & Stream, 192
 Fiesta Fruity Pebbles, 185
50 First Dates, 217
 FIJI Natural Artesian Water, 216-18
 Finaly, Steve, 151
 First Nation Peppermint tea, 590
 Fish, Desiree, 526
 Fisher Scientific International, 464
 Fisherman's Friend, 470
 Fisher-Price, 104
 Fit produce rinse, 260
 Fites, Donald, 332, 334
 Flair fragrance, 339
 Fleischmann's Yeast, 572
 Flickr, 135
 Fluhr, Jeff, 512-13
 F.M.V. brand, 233
 Fogdog, 234
 Folgers, 213, 468
 Food and Drug Administration (FDA), 82, 84, 227
 Food Lion, 383
 Foot Locker, 249
 Ford Escape, 50
 Ford Escape Hybrid, 401-02
 Ford Expedition, 92
 Ford Explorer, 275
 Ford Motor Company, 8, 10, 47, 50, 51, 88, 93, 275, 335, 336, 339, 342, 353, 401-02, 410, 432, 453, 476, 530, 543, 561
 Formica, 232
 Fornell, Claes, 394
 Forrester Research, 280, 536
 Forth & Towne, 196, 228
Fortune, 192, 530, 540, 580
 Fossil, 431
 Fountain, Henry, 513
 Four Seasons, 517, 525
 Fox network, 400
 Frank About Women, 486
 Frankel, Alex, 235
 Frappuccino, 44
 Freed, Joshua, 25
 Freedman, David H., 437
 Freeport-McMoran, 333
 Freshdirect.com, 394
 Freud, Sigmund, 142
 Freudenheim, Milt, 328
 Friedman, Thomas, 318-19, 530
Friends, 448
 Friends 2B Made, 33
 Frigidaire, 265
 Frito-Lay, 275, 529
 Frog Design, 256
 Frontier Airlines, 303, 306
 Froogle.com, 319, 497
 Frosted Flakes Cereal & Milk Bars, 471
 Frucco, Giuseppe, 265
 Fruit of the Loom, 254
 Fry, Arthur, 267
 FTC, 521
 FTD Florists, 469
 Fuchs, Marek, 273
 Fuji, 179, 491, 517
 Fukusuke Corporation, 548
 Funky Soy Sauce Pringles, 185
 Furniture.com, 497
 Fusion razors, 262
- G**
 Gain, 198, 199
 GAIN, 598
 Gallup Management Consulting Group, 459
 Gap, Inc., 120, 121, 196, 228, 233, 342, 361, 367, 370, 382, 494, 527
 Garden.com, 497
 Garfield, Bob, 423
 Garrison, Brittany, 157
 Gasol, Pau, 541
 Gates, Bill, 100, 280
 Gateway, 317, 376, 467
 Gator, 270
 Gatorade, 9, 434
 Gay.com, 76
 Gazeley, 567
 GE, 24, 45-46, 55, 79, 80, 172, 175, 229, 231, 236, 264, 266, 329, 343, 349, 463, 495, 498, 519, 527, 529, 543, 573
 GE Appliances, 351
 GE CustomerNet, 351
 GE Power Systems, 463
 Geek Factory, 525
 GEICO DIRECT, 18, 206, 338, 347-48, 424-25, 434, 481
 Gelles, Jeff, 137
 General Foods, 558, 580
 General Mills, 75, 160, 226, 343, 416, 575-76, 580
 General Motors (GM), 48, 76, 93, 196, 213-15, 276, 291, 310, 331, 385, 417, 433, 455, 476-77, 488, 489, 533, 560
 General Services Administration, 175
 Gentile, Gary, 280
Gentlemen's Quarterly, 438
 George clothing, 371
 George Foreman's Mean Lean Grilling Machine, 489
 Gerber, 149, 254
 German, Jenny, 4
 Gerstner, Eiten, 316
 Gianatasio, David, 249
 Giant Eagle, 287
 Giant Food Dehydrator, 488
 Giant Food Stores, 342, 393
 Gibson Guitar, 81, 297
 Gies, Jason, 378
 The Gillette Company, 260, 268, 310, 440, 531, 558
 Gillette Complete Skincare, 198
 Gillette Fusion razors, 263
 Gimbel, Barney, 304
 Ginevan, Sean, A9
 Ginobill, Manu, 541
 Ginsu knives, 488

- Giorgio Armani, 372, 525, 547
 Girl Scouts of America, 27, 38
 Girl Scouts Uniquely Me, 589
 Glad Stand & Zip Bags, 256
Glamour, 503
 GlaxoSmithKline (GSK), 325-26, 572
 GLH Formula Hair System, 489
Global 100, 585
 Global Advisory Council, 64
 Global Insight Inc., 215
 GlobalTalk, 560
 GM Express LT, 476-77
 GMC Sierra, 192
 Godiva, 232
 Gogoi, Pallavi, 371, 589
 Gold medal flour, 160
 Golden Corral, 186
 Golden Grahams, 160, 226
 Goldman, Kevin, 249
 Goldman, Seth, 589
 Gold's Gym, 69
 Goodison, Donna, 249
 Goodman, Drew and Myra, 88
 Goodman, Fae, 157
 Goodman, Shira, 205, 206
 Goodyear, 160, 161, 175, 339, 340-41
 Google, 93, 100, 206, 234, 235, 266, 382, 384, 436, 497, 501, 504, 527
 Gordon, Jeff, 4, 145, 409, 410
 Gore-Tex, 377
 Got Milk? campaign, 145, 560
 Government Printing Office, 175
 Grainger, 385, 389-90
 Graman, Kevin, 532
 Gramophone, 310
 Grand Marnier, 294
Grand Theft Auto, 187
 Graphic Communications Group, 180
 Grass, Jim, 450
 Gray, Steven, 576
 Green Gear Cycling, 14
 Green Mountain Energy (GME), 298-99
 Greenberg, Karl, 73
 Greenfield Online, 108
 Greenwald, Todd, 458
 Gretzky, Wayne, 410
 Crewel, Dhruv, 324
 Grillo, Victor Jr., 490
 Grimes, William, 513
 Groupe Danone, 523
 GrowthPlus, 598
 GSA, 176
 Gschwandtner, Lisa, 296
 Gucci, 94, 235, 320, 342, 372, 542, 547, 561
 Guess, 527
 Guest, Greta, 165
 Gunthy-Renker, 489
 Guy Laroche, 559
 Guyer, Lillie, 73
- H&M, 342, 361, 362, 410
 H&R Block, 577
 Häagen-Dazs, 160
 Habitat Coffee, 85
 Habitat for Humanity, 85
 Haig, Matt, 505
 "Hair in a Can," 488
 Halliday, Jean, 417
 Hallmark, 132, 197, 503, 517
 Hamilton, Laird, 188
 Hamm, Mia, 135
 Hampton Inn, 517
 Hardee's, 11, 574, 575
 Harley Owners Group (H.O.G.), 16
- Harley-Davidson, 6, 16, 32, 60, 128-30, 230, 254, 522
 Harousseau, Phillippe, 588, 589
 Harrah's Entertainment, 112, 114-15, 484
 Harrington, Lavonda, 137
 Harris Bank of Chicago, 244
 Harry Potter, 235, 551
Harry Potter and the Half-Blood Prince, 441-42
 Hart, Stuart L., 583
 Harte, Susan, 171
 Hartford Financial Services Group, 455
Harvard Business Review, 315
 Hasbro, 360
 Hawkins, Del I., 105
 Haworth, 590-91
 HBO, 433
 Head & Shoulders, 198
 Hear Music, 44, 345
 Heartland Computers, 458
 Hebron, Anthony, 156
 Hechingers, 61
 Heffner, Nancy and Harvey, 242
 Heineken beer, 558
 Heinz, 226, 231, 407
 Heller, Laura, 25, 567
 Helliker, Kevin, 379
 Hendrix, Jimi, 248
 Hennes & Mauritz. *see* H&M
 Herbal Essences, 198
 Hermes Birkin Bag, 286
 Hershey, 573
 Hershey's Kisses, 237
 Hertz, 126, 308, 343, 427
 Herzog, Karen, 449
 Hesseldahl, Arik, A9
 Heublein, 314
 Hewlett-Packard, 7, 18, 22, 80, 161, 172-73, 179, 228, 251, 279, 317, 336, 344, 403, 413, 450, 455, 456-57, 491, 503, 518, 529, 530, 533
 Highlander (Toyota), 69
 Hill, Harold, 452
 Hill, Patricia, 331
 Hilton hotels, 491, 554
 Hirsch, Sam, 573-74
 Hirschberg, Gary, 522
 Hitachi, 279
 Hoffman, Thomas, 115
 Hohner, 524
 Hokey Pokey Elmo, 282-83
 Holden, Reed K., 286
 Holiday Inn, 339, 343, 373, 517, 524
 Holmes, Dave, 512
 Holson, Laura M., 42
 Home Depot, 4, 38, 53, 55, 65, 85-86, 161, 186-87, 209-10, 343, 347, 356, 357, 376, 377, 380, 382, 443, 455, 515, 530
 Home Shopping Network (HSN), 488
 Honda, 72, 88, 92, 189, 213, 229, 492, 501
 Honda Civic, 72, 93, 492
 Honda Element, 501
 Honda Fit, 203
 Honda Insight, 93
 Honda Ridgeline, 501
 Honest Tea, 27, 588-90
Honey We're Killing the Kids, 406
 Hoover's, Inc., 100, 102
 Horizon Organic milk, 226
 Hornel, 234
 Horowitz, Bruce, 137
 House, Martha, 60-61
 House of Blues, 491
- Howard Johnson, 469
 Howard, Theresa, 371, 589
 Huang, Claire, 70
 Huggies, 104, 237, 438
 Hughlett, Mike, 346
 Hummer, B1, 92, 203
 Hurd, Mark, 456, 457
 Hurley International, 96
 Hyperion Solutions, 93
 Hyundai, 93
- "I Can't Believe It's Not Butter," 232
 Iams, 213, 488
 Ibanez, 297
 IBM, 77, 80, 110, 119, 160, 193, 206, 231, 309, 317, 321, 355, 450, 453, 459, 488, 522, 523, 527, 543
Ice Age II: The Meltdown, 471
 Iceland Tourist Board, 223
 Icelandair, 223
 Icon, 164
 IDEO, 224-25, 256
 Iger, Robert, 42
 iGo, 113
 IKEA, 162, 164-65, 194, 357, 384, 422, 543, 551, 560
 iMac, 250
 IMS Health, 102
 Inclusive Technologies, 77
 Independent Grocers Alliance (IGA), 373
 Inditex, 362
 Infinity, 229
 Information Resources, Inc., 102, 103, 261
 Infusium, 23, 198
 ING DIRECT, 17
 Ingersoll-Rand, 225
 Inside the Egg Shell Electric Egg Scrambler, 489
 Intel, 161, 209, 231, 250, 255, 279, 521, 530, 576, 580
 Interactive Advertising Bureau, 102
 Interbrand, 560, 587
 International Advertising Festival, 398
 International Chamber of Commerce, 119
 International Code of Marketing and Social Research Practice, 119
 International Consumer Electronics Show, 472
 International Rectifier (IR), 460-61
 Internet Crime Complaint Center, 202
 Interplak, 293
 Interpublic Group of Companies, 276
 Interspar, 566
 Interstate Bakeries, 508
 Intimissimi, 156
 Intuit, 508
 INVISTA, 161-62
 Invoice Solutions, 107
 IPEX, 156
 iPod, 135, 218, 251, 252, 346, 371, 376, 492, 521, 527
 Irish Spring, 230
 Iron City Beer, 141
 Isla, Pablo, 361
 Island Michael Kors FIJI Fragrance, 218
 I'chik Herbal Tea, 590
 iTunes, 231, 344, 345, 436, 492
 iVillage, 187, 502, 503
 Ivory Bar Soap, 198
 Ivory Snow, 198, 199, 203
- J. Crew, 315
 J. Mendal, 16

- Jack Nicklaus golf clubs, 372
 Jackson Hewitt, 577
 Jacobs, Jim, 483
 Jaffe, Sam, 437
 Jaguar, 308
 James, LeBron, 35, 409, 410, 549
 Japan Tobacco, Inc., 554
 Jarrett, Dale, 4
 Jawbna, 235
 Jaworski, Bernard, 518
 JC Penney, 78, 233, 368, 370, 376, 446, 460, 486
 J.D. Power and Associates, 102, 214
 J.D. Powers Initial Quality Study, 151
 Jean-Georges, 216
 Jeep, 437, 440
 Jeffers, Michelle, 249
 Jell-O, 232, 558
 Jell-O Pudding Pops, 437
 JetBlue, 232, 235, 302, 303, 306, 323, 409, 410-12, 434
 Jewel Food Stores, 393
 Jewel (singer), 513
 Jewell, Mark, 538
 Jewel-Osco, 390
 Jif peanut butter, 273, 432
 Jiffy Lube, 373
 Jobs, Steve, 250-52
 Joel, Billy, 295
 Joga.com, 384
 Johansson, Lennart, 265
 John Deere, 200-201, 270
 John Hancock Mutual Life Insurance Company, 593
 Johnson & Johnson, 11-12, 76, 276, 520, 521, 522, 543
 Johnson, Sam T., 462
 Johnson's Baby Shampoo, 543
 Jones Soda, 48, 49
 Jordan, Michael, 248, 541
 Jose Cuervo, 433
 Journeys, 249
 Joy Dishwashing Detergent, 198, 323
 Joy, 321
 J.P. Morgan Chase, 132-33
 Jupiter Research, 102
 Just for Me, 533
 Juskiewicz, Henry, 81
 JVC, 238
 JWT, 410, 411
- K9 Advantix, 434
 KaBoom!, 85-86
 Kachersky, Luke, 316
 Kahn, Greg, 121
 Kahn Research Group, 120-21
 Kang & Lee Advertising, 75
 Kang, Stephanie, 249
 Kao Corporation, 256
 Kasler, Dale, 346
 Keegan, Paul, 346
 Keegan, Robert, 341
 Kelleher, Herb, 10, 241, 302-04
 Kelleher, Kevin, 341
 Kellogg, 133, 153, 233, 253, 416, 471, 558, 559, 575, 580
 Kelly, Alfred F. Jr., 525
 Kelly Blue Book, 491
 Kelly, Gary, 304
 Kelly, Jim, 19, 160
 Kelly, Ron, 458
 Kendy, William F., 289
 Kennedy, Bud, 379
 Kennedy, John F., 81, 581
 Kenneth Cole, 437
 Kenseith, Matt, 230
 Kenwood, 279
 Kermit the Frog, 402
 Keys, Alicia, 489
 KFC, 49, 550, 555, 560
 Kharif, Olga, 538
 Kia, 50, 138
 Kia Spectra, 191
 Kiddy's Class, 362
 Kidman, Nicole, 438
 Kiley, David, 93, 437
 Killinger, Kerry, 515-16
 Kim, Heyong Min, 316
 Kimberly-Clark, 104, 234, 237, 323, 348, 503, 527
 King, Chris, 49
 Kingsford Charcoal Briquets, 315
 Kirin breweries, 554
 Kirkland Signature, 233
 Kirkman, Kevin, 124, 126
 Kirkman, 288
 KitchenAid, 85, 349, 519
 Kix, 226
 Kleenex, 232
 Kmart, 61, 236-37, 287, 370, 381, 531, 587
 Knight, Phil, 34, 36, 248
 Knightly, Keira, 436
 Knopfler, Mark, 345
 Koch, Jim, 434
 Kodak, 169, 175, 178-80, 232, 299, 454, 491, 503, 517
 Kohl's, 78, 367, 370, 414
 Komatsu, 332, 529
 Kontzer, Tom, 465
 Koranteng, Juliana, 42
 Kosdrosky, Terry, 477
 Kotler, Philip, 274
 Kotula, Angela, 3
 KPMG, 307
 Kraft, 44, 136, 185, 226, 233, 343, 348, 415, 416, 428, 432, 492, 575, 580
 Krantz, Marshall, 243
 Krapp, 560
 Krasny, Michael, 450, 451-52
 Krispy Krreme, 356
 Kroc, Ray, 82, 64
 Kroger, 88, 188, 233, 337, 342, 364, 366, 367, 393, 416
 Kroger Brand, 233
 Kryptonite locks, 225
 Kudrow, Lisa, 448
 Kuhlman, Arkadi, 17
 Kukoc, Tony, 341
 Kulha, Shari, 165
 Kumar, V., 22
 Kurczewski, Nick, 73
 Kushner, David, 93
- L.A. Gear, 248
 Laabs, Jennifer, 249
 Ladies' Home Journal, 138
 Laffley, A. G., 6, 401
 Lajdziak, Jill, 214
 Lamont, Judith, 465
 Land Rover, 433, 488
 Landor Associates, 235
 Landy, Heather, 379
 Lane Bryant, 376
 Lang, Marie-Claude, 561
 Larsen, Ralph, 12
 Las Vegas Convention and Visitors Authority, 76-77
 LaSalle Bank, 6
 Laser Logic, 574, 576
 LaserJet, 403
 Lasswell, Mark, 560
 Letterman, Peter, 490
 Lavagna, Gina, 136, 137
 Lawson, Jacquie, 197
 Lazare, Lewis, 449
 LazerWriters, 250
 Lazo, Shirley A., 25
 Le Bernardin, 85
 Lear Corporation, 455, 476-77
 Lee jeans, 408
 Legh, Chris, 434
 LEGO Company, 200, 255-56, 377
 Lemon, Katherine, 57
 LendingTree, 432, 533
 Lennox, Matt, 392
 Lenovo, 9, 317, 450
 LensCrafters, 342
 Leonard, Stew, 20
 Lever 2000, 207, 337
 Levi Strauss, 75, 78, 141, 355, 371
 Levine, Rob, 346
 Levi's, 32, 232, 320, 561
 Levitt, Theodore, 573
 Lewis, Katherine Reynolds, 331
 Lewis, Regina, 183
 Lexicon Branding, 560
 LexisNexis, 100, 102, 103
 Lexus, 14, 19, 20, 72, 150-51, 208, 229, 232, 350, 407, 524, 525, 529
The Lexus and the Olive Tree (Friedman), 550
 LG Electronics, 279, 556, 557-58
 Libby, Tom, 215
 Lidor, Danit, 180
 Lifestyles Spa, 377
 Lifetime Television, 138, 187
 Ligos, Melinda, 465
 Lillian Vernon, 486
 The Limited, 121, 156, 233, 370, 373
 Limited Brands division, 156, 373
 Lincoln, Abraham, 81
 Lion's Gate, 44
 Lippert, Barbara, 411
 Liquid Seats, 512
 Liquidlogic Kayaks, 433
 Listerine, 407
 Liz Claiborne, 371
 Liz Lange, 233
 L.L. Bean, 20, 318, 483, 486, 494, 504
 Logitech, 533
 Logo network, 76
 Lohan, Lindsay, 145, 156
 Loman, Willy, 452
 Longo, Don, 371
 Lopez, Jennifer, 489
 L'Oreal, 187
 Louis Vuitton, 259-60, 342
 Love, Richard, 22
 Loveman, Gary, 115
 Lowe, Frederick H., 526
 Lowe's, 53, 113, 161, 210, 347, 382, 455, 530
 Lucky, 156
 Lucky Charms, 576
 Lufthansa, 244
 Luhrmann, Baz, 438
 Lukken, Walter, 330
 Lurie, Nicholas, 316
 Luvs, 198, 323
 Luxottica, 342
 Lycos, 234
 Lyons, Daniel, 115
 Lyric Opera Company, 27

- M&M Mini's, 258
 M&Ms, 236, 407
 M.A.C. Cosmetics, 196
 Mac, 141, 190-91, 250, 376
 Mac OS X, 250-51
 MacArthur, Kate, 49, 423, 449
 MacLean, Hadley and Doug, 189
 Macy's, 236-37, 339, 367
 Mad Science Group, 373
 Madden, John, 467
 Magic English, 66
 Mahogany cards, 132
Maid in Manhattan, 489
 Majeski, Brian T., 296
 Malcolm Baldrige National Quality Award, 150, 243
 Malik, Om, A9
 Mall of America, 377, 378, 380
 Mangalindan, Mylene, 505
 Mango, 361
 Manson, Marilyn, 196
 MapInfo, 191
 The March of Dimes, 408
 Maresca, Bob, 537, 538
 Margolis, Elana, 394
 Marketing Research Association, 122
 Marketwatch.com, 500
 Marks and Spencer (M&S), 278
 Marlboro, 434, 554
 Marquis, 248
 Marr, Merissa, 42
 Marriott, 5, 104-05, 229, 240, 244, 469, 470
 Marriott ExecuStay, 229
 Marshall's, 371
 Martha Stewart Everyday, 236-37
 The Martin Agency, 424
 Martin, Neal A., 115
 Mary Kay Cosmetics, 338, 347, 413
 Maslow, Abraham, 143
 Massimo Dutti, 362
 MasterCard, 50, 87, 205, 276, 437
 MasterCard World card, 188, 525
 MasterFoods, 236
 Matrix, 427
 Matsushita, 238
 Matz, Timothy, 157
 Max Factor, 198
 Maxwell House, 372, 434
 Maynard, Michelle, 304
 Mayo Clinic, 240
 Maytag, 377, 434
 Maytag Neptune Washer, 590
 Mazda, 491
 McCall, Melissa, 410
 McCann Erickson Worldwide, 205, 439
 McCann Worldgroup, 276
 McCartney, Paul, 70
 McDonald, Duff, 243
 McDonald, Richard and Maurice, 62
 McDonald's, 11, 43, 46, 49, 62-64, 66, 105, 121, 182, 202, 206, 230, 231, 244, 245, 253, 260, 261, 287, 320, 336, 343, 349, 373, 384, 398, 410, 421, 440, 491, 527, 529, 540, 542, 543, 549, 550, 556, 568-70, 573, 575, 598
 McDowell, Edwin, 243
 McGrady, Tracy, 145
 McInerney, Vivian, 157
 McKay, Betsy, 449, 599
 McKesson Corporation, 16, 206, 390
 McMath, Robert, 254
 McWilliams, Bruce, 316
 McWilliams, Gary, 25
 Mead Intelli-Gear learning system, 258
 MeadWestvaco, 311
 Meijer, 367, 369
 Meineke Mufflers, 373
Men in Black, 433
 Menzer, John, 567
 Mercedes Maybach, 526
 Mercedes-Benz, 14, 193-94, 203, 208, 228, 231, 437
 Mercedes-Benz Fashion Week, 448
 Merrill Lynch, 244
 Merry Maids, 373
 Method home products, 234
 MetLife, 532
 Metro, 384
 Metro 7, 371
 Metropolitan Washington Council of Governments, 9
 Mexx, 361
 MGM, 244
 Miami Heat, 249
 Michaels, 380
 Michelin tires, 543
 Mickey Mouse, 41, 550, 551
 Microsoft, 19, 24, 35, 38, 55, 100, 112, 119, 231, 250, 252, 345, 443, 450, 495, 503, 507, 508, 511, 515, 518, 521, 524, 527, 533, 549, 550, 576, 580
 Microsystems Engineering Company, 289
 Milkasa, 367
 Miller, Arthur, 452
 Miller Beer, 254
 Miller, Lara, 379
 Miller Lite, 397, 437
 Millman, Joel, 326
 Milton Bradley, 446
The Mind of Mencius, 191
 Ming, Yao, 541, 542
 Miuoita, 437
Mission Impossible III, 433
 Mist Stick, 500
 Mitsubishi Pajero SUV, 559
 Mitchell, Alan, 417
 Mitchell, Mike, 465
 Mitsubishi, 555, 559
 Mitsubishi Montero, 559
 Mizrahi, Isaac, 26
 MLB, 33, 513
 Molly McButter, 533
 Molson, 397
 Monocryl, 522
 Monsanto, 38-39
 Monster Thickburger, 11, 574, 575
 Moaster.com, 437
 Mont Blanc, 208, 418
 Moody, Michael, 570
 Morissette, Alanis, 513
 Morrison, David, 157
 Morrison, Terri, 171
 Morrow, Keith, 457
 Morse, Samuel, 82
 Morton Salt, 237
 Morvitz, Thomas and Vicki, 316
 Mos Def, 249
 Moss, Kate, 410
 Motel 6, 232, 543
 Motions, 533
 Motorola, 421, 489, 518, 550
Moulin Rouge, 438
 Mountain Dew, 71, 210
 Mountain Dew Code Red, 197
 Mountain Dew LiveWire, 197
 Mower, Sarah, 362
 Mr. Clean, 6, 272-73, 434, 466
 Mr. Clean AutoDry Carwash, 272-73
 Mr. Clean Magic Eraser, 272
 Mr. Clean MagicReach, 264, 272
 Mr. Handyman, 373
 Mr. Microphone, 488
 Mrs. Dash, 533
 MSN, 497
 MTV, 26, 70, 141, 194, 400, 549, 550
 Mucha, Thomas, 490
 Munro, Laura, 120
 The Muppets, 235
The Music Man, 452
 Musicland, 345, 346
 Musicmatch, 344, 345
 MusicNow, 345
 Mutschler, Gary Steffora, 280
 MyFamily.com, 503
 Myser, Michael, 206
 mySimon.com, 319
 MySpace.com, 135
- Nabisco, 460, 503
 Nacara Cosmetics, 202
 Nader, Ralph, 580, 581
 Nagle, Thomas T., 286
 Napster, 345, 521
 NASCAR, 2-4, 6, 33, 409, 410, 443
 Nash, Elizabeth, 362
 Nath, Mahendra, 423
 National Arts Education Initiative, 418
 National Association for Stock Car Auto Racing. *see* NASCAR
 National Association of Real Estate Brokers, 132-33
 National Basketball Association (NBA), 540-42
 National Do-Not-Call Registry, 467
National Enquirer, 435, 438
 National Fluid Milk Processors Education Program (MilkPEP), 145
 National Gay Newspaper Guild, 76
 National Hardware Show, 60
 National Public Radio, 492
 National Record Mart, 345
 National Semiconductor, 173
 Naturally Preferred brand, 233
 Nature Valley, 160
 Nature's Gift, 275
 Nauman, Matt, 93
 Nautica, 162
 Nautilus Bowflex, 489
 NBA, 33, 248, 513, 551
 NBA Europe Live, 542
 NBC, 329, 400, 441
 NCAA, 4
 Neale, Jon, 567
 NEC Corporation, 279, 464-65
 Needleman, Rafe, A9
 Neeleman, David, 410
 Neff, Jack, 137, 273, 490
 Neiman Marcus, 16, 78, 188, 367, 368, 486, 520
 Neiman Marcus Last Call Clearance Centers, 371
 Nelly, 145
 Nescafé, 343
 Nestea, 343
 Nestlé, 26, 343, 492, 543, 599
 Nestlé Purina, 492
 Netflix, 531
 NeuFlex, 522
 New Product Showcase and Learning Center, 253, 254
New York Times, 497, 512
 New York Yankees, 22, 550

- ewman, Randy, 295
Newsweek, 435, 436, 438
 Net computers, 250
 NetTag.com, 319, 501
 NetTel, 421, 490
 NetTel Cup, 4
 NFL, 2, 4, 33, 513, 597
 NFL, 33, 513
 Night at the Movies, 432
 Nickelodeon, 138, 235-36
 Nickerson, Stephen, 280
 Nicklaus, Jack, 372
 Nicole, 325
 Nielsen Media Research, 109
 Nike, 34-36, 37, 187, 194, 206, 222, 228, 230, 232, 248-49, 326, 384, 409, 410, 428, 437, 446, 453, 489, 520, 527, 536, 549, 550, 583
 Nikon, 144, 145, 299
 Niles, Robert, 42
 NineMSN, 511
 Nintendo, 187, 503, 551
 Nissan, 93, 229
 Nivea, 565
 Nokia, 179, 231, 524, 543, 551, 558
 Noon, Chris, 180
 Nordstrom, 8, 54, 78, 190, 368, 376, 520, 524, 525, 526
 Nordstrom Rack, 371
 Northwest Airlines, 245, 306
 Northwest Mutual Insurance, 532
 Novartis, 234
 Nowitzki, Dirk, 541
 Novartis, 137, 198
 NYPD Group, 537
 Nubrush Anti-Bacterial Toothbrush Spray, 258
 Nudie fruit juice, 475
 Nutella, 410
 Nutrilite, 598
 NutriStar, 598, 599
- O**
at Home, 138
O, The Oprah Magazine, 222
 Ocean Spray, 517
 Octagon, 268
 Odell, Patricia, 589
 Odwalla, 443
 Off 5th, 371
 OFF! bug spray, 232
The Office, 433
 Office Depot, 4, 172, 205, 206, 276, 472, 497-98, 504, 574
 OfficeMax, 206, 380
 Ogilvy & Mather, 421, 589
 Olay, 198, 213, 260
 Olay ProVital, 187
 Old Navy, 196, 228
 Old Spice, 198, 273, 488
 O'Leary, Michael, 306-08
 Olive Garden, 203
 Olive, 165
 Ollinger, Cole, 326
 Olympic Games, 496
 Olympus Fashion Week, 448
 Omnicom Group, 439
 100 Black Men, 133
The Onion, 573
 Online Privacy Protection Act (OPPA), 508
 OPEC, 331
 Opel, 215
 OPEN: Small Business Network, 192-93
The Oprah Winfrey Show, 433
 Oprah's Angel Network, 222
 Oprah's Book Club, 222
 Oprah's Boutiques, 222
 Oracle, 19, 112, 232
 Oral-B, 320
 Orange Glo, 489
 Orbitz, 76
 Oreos cookies, 575
 Oriental Land Company, 554
 O'Rourke, Michael, 33
 Ortega, Amancio, 361
 Ortiz, Jon, 346
 Oscar Mayer, 434
 Oscar Mayer Lunchables, 575
 Oshkosh Truck, 197, 201
 Otis Elevator, 543
 Out, 76, 77
 Out&about.com, 76
 Overstock.com, 326, 371, 495
 OxiClean, 489
 Oxy10, 427
 Oxygen network, 138, 187
 Oysho, 362
- P**
 Packard, David, 18
 Palm pilots, 335
 Pampers, 132, 190, 198, 213, 272, 316, 437
 Panasonic, 238, 279
 Panera Bread, 49, 62, 284
 Pantene, 132, 198, 213, 272
 Paolletta, Michael, 423
 Papa John's, 191
 Pappas, Charles, 437
 Parenting, 438
 Parilla, Julieta, 132
 Park, Andrew, 115
 Park Place Lexus, 150, 151
 Parkay, 407
 Parkinson, Andrew and Thomas, 392-93
 Parmley, Suzette, 115
 Parsons, Andy, 279
 Patagonia, 27
 Paternie, Patrick, 73
 Paterson, Thane, 93
 Pathmark, 394
 Patton, Tammy, 243
 Paul Mitchell, 433
 Pavlik, John, 464
 Payless ShoeSource, 121
 PB teens, 189
 Peach Oo-la-long tea, 589-90
 Peanuts, 235
 Peapod LLC, 382-84
 Peeps, 189
 Penske Logistics, 358
People, 436
 PepsiCo, 4, 48, 107, 133, 197, 409, 410, 437, 446, 447-49, 455, 517, 529, 530, 550
 Pepsi Twist, 197
 Perdue, 204, 226
 Perdue, Frank, 560
 Pereira, Joseph, 121
 Perez, Antonio, 179-80
 Perrier, 447
 Perry, Caroline, 266
 Pert Plus, 198
 Petco, 375
 Peters, Jeremy W., 151
 Pets.com, 497
 PetSmart, 315, 367
 Philips, 279, 558
 Philips Lighting's Earth Light, 590
 Physique shampoo, 198
 The Picture People, 438
 Pierce Manufacturing, 201
 Pillsbury, 160, 543
 Pink, 156-57
 Pinson, Bobby, 513
 Pioneer Electronics, 279, 432
 Pioneer Hi-Bred International (PHI), 288-89
 Pipher, Mary, 589
 Pixar Animation Studios, 250, 471
 Pizza Hut, 98, 373
 Placek, David, 560
 PlanetFeedback.com, 496
 PlanetOut Inc., 76
 PlayStation 3, 18, 280
 Pocket Fisherman, 488
 Pokemon, 551
 Pokphand, C. P., 566
 Polaroid, 207, 350
 Polo by Ralph Lauren, 372
 Pontiac Bonneville, 538
 Poo, 560
 Pop Secret, 160
 Poppel Pocket Fisherman, 489
 Poppel, Ron, 488, 489, 490
 Popov, 314
 Porsche, 203, 294
 Porsche Boxster, 294
 Porter, Chuck, 421
 Porter, Michael, 523
 Post, 185
 Post-It Notes, 267
 Pottery Barn, 48, 188
 Pottery Barn Kids, 188-89
 Potty Palooza, 444
 Powerade, 409, 410
 Power Information Network, 215
 Power Rangers, 551
 Powerpuff Girls, 235
 Prada, 94
 Pratts, Candy, 248
 Premier Dell.com, 495
 Prescott, LeeAnn, 199
 Press, Jim, 92
 Pret a Manger, 62
 Pretty Shield Foundation, 590
 Price Club, 381
 Price, Sol, 381
 PriceGrabber.com, 319
 Priceline.com, 319, 496
 PriceScan.com, 319
 PricewaterhouseCoopers (PwC), 593
 Prince Felipe, 361
 Pringles, 213
 Private Selection, 233
 PRIZM NE systems, 191
 Procter & Gamble (P&G), 4, 5, 6, 15, 18, 54, 55, 75, 81, 89, 99, 132, 135, 136-37, 185, 187, 190, 196, 198-99, 213, 224-25, 233, 238, 260, 261, 262, 263-64, 266, 272-73, 287, 293, 323, 339, 343, 351, 355, 356, 357, 363, 392, 401, 416, 426, 427, 432, 433, 434, 444, 453, 459, 488, 489, 498, 502, 503, 520, 522, 523, 527, 531, 552, 558, 573, 597, 598, 599
 Product Watch, 432
 Progresso, 427
 Pro-Line, 533
 Pronto, 265
 Propel Fitness Water, 9
 ProQuest, 100, 103
 Provigo, 390
 Prozac, 560
 Prudential, 206
 Prudential Insurance Company, 254, 532, 543
 Pschitt, 560
 Publishers Clearing House, 506

- Publishing and Broadcasting Limited (PBL), 511
 Publix, 367
 Puffs, 198
 Pull & Bear, 362
 Pyrcia, 367
- Qantas, 243
 Quaker Oats, 230
 Quality Value Channel (QVC), 468, 490-91
 Quasar, 238
Queer Eye for the Straight Guy, 76
 Quicken Loans, 494-95
 QuietComfort, 538
 Quiznos, 490
 QVC, 468, 490-91
- The Rack, 508
 RadioShack, 525
 Rainforest Alliance, 81
 Ralph Lauren, 315, 372
 Ramada Inn, 343, 469
 Ramada Limited, 209
 Ramona, Joey, 248
 Ramstas, Evan, 558
 Rao, Venki, 463
 Ray-Ban, 4, 342, 410, 433, 437
 Raymond, Lee, 329
 Rayport, Jeffrey F., 518
 RAZR phone, 421
 RBC Royal Bank, 139
 RCA, 278, 543
 Read, Jeani, 589
 Reichtin, Mark, 73
 Recipe dog food, 437
 Red Bull, 9
 Red Cross, 221
 Reebok, 36, 248, 540
 Read, Stanley, 266
 Reeves, Rosser, 207
 REI, 377, 491
 Reinhardt, Andy, 180
 Rehnartz, Werner, 22
 Relska, 314
 Renaissance Hotels, 105, 229
 Residence Inn by Marriott, 229
 Reverend Billy, 578
 Revlon, 38, 219, 339, 488
 Revlon Vital Radiance, 339
 Revson, Charles, 219
 Rhapsody, 521
 Ricks, David A., 171, 560
 Ries, Laura, 235
 Right Guard, 273
 Ringwald, Molly, 248
 The Ritz-Carlton Hotels, 38, 206, 208, 232, 240, 242-43, 515, 517, 524, 525, 526
 R.J. Reynolds, 202, 253, 580
 Roadway Logistics Services, 358
 Rocasolano, Letizia Ortiz, 361
 Rochdale Securities, 32
 Roche Bros., 394
 Rock Bottom Restaurants, 406
 Roddick, Anita, 442
 Rolex, 140, 224, 431
Rolling Stone, 248
 Rolling Stones, 511, 512
 Rollins, Kevin, 480
 Rolls-Royce, 224, 455, 476, 548, 560
 Ronco, 488, 489
 Ronnegard, Evamaría, 165
 Room & Board, 287
 Roosevelt, Franklin Delano, 81
 Roots, 410
- Roper ASW, 405
 Rose Bowl, 513
 Rosenberg, William, 182
 Rotella, Steve, 516
 Rowling, J. K., 441, 551
 Royal Abold, 384, 393
 Rubik's Cube, 269
 Rugrats, 235
 Rust, Roland T., 57
 Ryanair, 306-08
 Ryder System, 358
 Ryssdal, Kai, 115
- Saab, 9
 Safeguard, 198
 Safeway, 15, 55, 61, 88, 367, 368, 373, 393, 394, 416, 459, 472, 560
 Sains, Ariene, 266
 Sainsbury's, 566
 Saks Fifth Avenue, 233, 249, 276, 368, 376, 486, 526, 554
Sales & Marketing Management, 476
 Salgueiro, Alex, 423
 Sally Beauty Supply, 533
 Salvation Army, 6, 27, 408
 Sam's Choice, 233
 Sam's Club, 209, 340, 367, 372, 394, 565, 566
 Samsung, 26, 100, 255, 279, 320, 324, 339, 537
 Samuel Adams, 434
 Samuelson, Robert J., 331
 San Francisco Zoo, 27
 Sanders, Peter, 243
 Sand-Freedman, Lisette, 156
 Sanyo, 279
 Saporito, Bill, 371
 Sara Lee Corporation, 94, 234
 Sarbib, Jean-Louis, 597
 SAS software, 112
Saturday Night Live, 222
 Saturn, 213-15, 287
 Saturn Vue Greenline, 93
 Save-A-Lot, 390
 Schadler, Ted, 280, 536
 Schaich, Ronald, 284
 Schendler, Brent, 251-52
 Schiller, Gail, 433
 Schmelzter, John, 576
 Schmelzter, Randy, 157
 Schoen, John W., 331
 Scholastic Inc., 441
 Scholz, Hanna, 15
 Schultz, Howard, 43
 Scion (Toyota), 71, 72-73
 Scooby Doo, 235
 Scorsese, Martin, 550
 Scotch Tape, 232
 Scotchguard, 592
 Scott, 501
 Scott, Kim, 265
 Scott, Lee, 283
 Scott Towels, 323
 Scotts Turf Builder, 437
 Scrubs, 436
 Sears, 75, 76, 324, 341, 367, 368, 373, 382, 482, 488, 489, 494, 524, 527, 554
 Sears/Kmart, 370
 Sebenius, Jame K., 171
 Secret, 187, 198, 213
 Securities and Exchange Commission, 102
 Sega, 551
 Segrest, Jen, 165
 Segway, 253, 522
 Seiko, 179, 372
- Seiyu Ltd., 567
 Selden, Larry, 24
 Sena, Joe and Paula, 532
 Sensodyne, 325
 Serlen, Bruce, 243
 Sermon, Thomas T., 560
 Serres, Chris, 346
 Serv-a-palooza, 568, 570
 ServiceMaster, 488
 Serwer, Andy, 296, 304
 Sesame Street, 235
 7-Eleven, 367, 369, 373, 457
 7UP, 517
 Seventh Generation, 88
 Seward, John, 379
 Sexy Sport, 156
 Shamrock Farms, 137
 Shankman, Peter H., 525
 Sharp, 279
 Sharper Image, 428, 486
 Sheben, Jeffrey, 157
 Shell, 369
 Shirouzu, Norihiko, 93
 ShopNBC, 488
 Shop.org, 408
 ShopperTrak, 120, 121
 Shopping.com, 382
 Shoprite, 394
 Shopzilla, 382
 Showtime Rotisserie & BBQ, 488, 489
 Shox, 326
 Shriners Hospitals for Children, 174
 Siegel, David, 302-04
 Siemens, 24, 26
 Sierra Mist, 197
 Silk Soymilk, 48, 232, 234, 433
 Silk, Stacy, 265
 Silver, Spencer, 267
 Simester, Duncan, 316
 Simon, Richard, 254
 Simmons Market Research Bureau, 76, 102
 Simple Shoes, 235
 Simpson, Jessica, 489
 Sinclair, Upton, 580, 581
 Singapore Airlines, 37-38, 206, 306, 434
 Sinopec, 343
 Sitch, Kelly, 121
 Six Flags, 311
 Skin Bracer, 230
 Skin-So-Soft, 256
 Slammers diary brands, 236
 Slurpee, 369
 SLVR phone, 421
 Small Business Administration, 102
 Smartwater, 234
 Smirnoff, 314
 Smith, Evan, 331
 Smith, Lynn, 433
 Smucker's, 254
 Snapfish, 518
 Snapper, 309
 Snapple, 437
 Snickers, 236
 Snook, Bill, 463
 Social Marketing Institute (SMI), 223
 Softlens, 290
 Softsoap, 290
 Solley, Sam, 560
 Somers, Suzanne, 489
 Song Airlines, 302, 323
 Sonicare, 293
 Sony, 16, 18, 26, 76, 136, 193, 194, 278-80, 299, 308, 310, 321-22, 345, 371, 410, 413, 437, 450, 469, 493, 499, 518, 525, 542, 543, 551, 558, 583, 587
 Sony Connect, 521

- Sony VAIO, 558
 Sony Walkman, 527
 Soup at Hand, 101
 Southwest Airlines, 6, 10, 109, 197, 209,
 241, 302-04, 308, 323, 344, 483,
 516, 524, 531
 Spade, Kate, 302
 SpaghettiOs, 101
 Spears, Britney, 489, 513
 Speed Stick, 230
 Spice Market, 526
Spider-Man Triple Action Web Blaster, 235
 Spiegel, 318, 486
Spin, 192
SpongeBob SquarePants, 235, 236, 575
 Sportmart, 209
 SpringHill Suites by Marriott, 229
 Sprint Nextel, 4
 Sprite, 197, 375, 409, 410, 440
 SRI Consulting, 140-41
 Srivastava, Joydeep, 316
 St. Ives, 533
 St. Joseph Aspirin, 132
 Stacey, E. Craig, 417
 Standard Oil, 232, 580
 Staples, 4, 204, 205-06, 367, 382, 433, 457
Star Fox Adventure, 503
 Starbucks, 43-44, 49, 81, 113, 141,
 182-84, 208, 218, 232, 345, 369,
 372, 433, 437, 442, 490, 549, 550
 Starburst, 236
 Starter clothing, 249
 Starter Official sneakers, 36
 Starwood Preferred Guest, 469
 Static Guard, 533
 Stat-USA, 102
 Stecklow, Steve, 513
 Steelcase, 193
 Stein, Jason, 410
 Steinberg, Brian, 423
 Steiner, Christopher, 49
 Steiner Optical, 197
 Steinway & Sons, 294, 295-96
 Stern, David, 540, 542
 Stevens, Stacey, 184
 Stew Leonard's, 20
 Stewart, John, 230
 Stewart, Tony, 4
 Stila cosmetics, 196
 Stojakovic, Peja, 541
 Stoll, John D., 93
 Stonyfield Farm, 522
 Stop & Shop, 393
 Stop-N-Go, 367
 Storch, Gerald, 283-84
 Stout, Erin, 289
 Straberg, Hans, 265
 StubHub, 511-13
 Style, 224
 Suave, 427
 Subaru, 9, 76, 93
 Suburbia stores, 565
 Subway, 66, 120-21, 203, 373, 490, 575
 Sub-Zero, 519
 SugarTwin, 533
 Sullivan, Mike, 151
 Sun Maid raisins, 387
 Sun Microsystems, 495
 Sunbeam, 560
 Sundown Sunscreen, 437
 Sunglass Hut, 342, 421
 Sunkist, 226, 227, 387
 Sunsilk hair care, 432
 SunTrust Bank, 228, 236
 Super 8, 469
 Super Bowl, 2, 202, 263, 402, 405, 406, 414,
 422, 430, 432, 444, 501, 512, 588
 Super Kmart Center, 367, 370
 Superama, 565
 Superman Mighty Muscles Suit, 235
 Supermercados Amigo, 566
 SuperTarget, 367
 SuperValu, 390
 Sure, 198
 Suri, Sanjay, 599
 Swartz, Jeffrey, 568-70
 Sweat, Ed, 3-4
Sweet Charity, 433
 Swiffer, 560
 Swiffer CarpetFlick, 224-25, 272
 Swiffer WetJet, 89, 489
 Swing-N-Slide, 85
 Swiss Army, 237, 491
 Symantec, 450
 Szydlowski, Larry, 476
- T**
 Tabasco, 268
 Taco Bell, 20, 287
 Tae-Bo, 489
 TAG Heuer, 222, 372
 Tagamet, 325
 Tagliabue, John, 362
 Talen, Bill, 578
 Tam, Pui-Wing, A9, 457
 Tamagotchi, 551
 Target, 4, 5, 49, 50, 55, 65, 78, 113, 188,
 200, 205, 233, 240, 249, 283, 284,
 315, 339, 347, 367, 369, 370, 371,
 375, 384, 416, 437, 491, 515, 520,
 529, 530, 565
 Tashiro, Hiroko, 180
 Taylor, Catherine, 423
 Taylor, Chuck, 248
 Taylor, Jack, 126
 Tea Tree Oil Facial Wash, 232
 Technics, 238
 Ted Airlines, 323
 Tedeschi, Bob, 513
 Teflon Fabric Protector, 162
 Tenet Healthcare, 174
 Tenser, James, 526
The Terminal, 433
 Tesco, 384, 566
 Texas Instruments (TI), 253, 289-90, 523
 Thickburger, 575
 Thomaselli, Rich, 465
 Thompson, Ross, 171
 Thompson, Stephanie, 576
 Thomson Dialog, 102
 3M, 11, 229, 252, 254-55, 266-67, 591-92
 Ticketmaster, 511, 512
 Ticketmaster.com, 319
 Tide, 15, 132, 190, 198, 199, 203, 213,
 230, 231, 232, 268, 272, 316
 Tide with Bleach, 261, 427
 Tide with Downy, 531
 Timberland, 520, 568-70
Time magazine, 252, 438, 550
 Time Warner, 19, 68, 435
 Time-Life, 489
 Timex, 350, 431
 Tiplady, Rachel, 362
 TiVo, 430, 432, 493
 TJ Maxx, 367, 371, 377
 TJX Companies, 371
 TLC, 406
 Toastmaster, 437
 Tobias, Jim, 77
Today Show, 441-42
- Todo Dia, 566
 Tokyo Disneyland Resort, 554
 Tommy Hilfiger, 162, 235, 527
 Tony the Tiger, 434
 Toon Disney, 138
 Top Shop, 361
 Toro, 437
 Toshiba, 279, 280, 371, 450
 Total, 160, 226
 Touch Generation, 187
 Touch Media Group, 504
 Tourneau, 490
 Tower Records, 345
 TownePlace Suites by Marriott, 229
 Toyota, 5, 13, 26, 46-47, 69, 71, 72-73,
 88, 92, 121, 136, 151, 190, 208, 213,
 228-29, 231, 238, 293, 329, 350,
 455, 476, 543
 Toyota Camry, 218, 551
 Toyota Prius, 13, 92-93, 203, 590
 Toyota Scion, 228, 238
 Toyota Yaris, 203, 293
 Toys 'R' Us, 282-84, 364
 TrackPass, 3
 Trader Joe's, 233
 Trans World Entertainment, 345
 Transportation Security Agency, 175
 Trap-Ease America, 60-61
 Travelocity, 382
 Travelodge, 469
 Treacy, Michael, 524
 Tremor, 135, 136-37
 TRESemina, 533
 Triport headphones, 538
 Trix, 226, 437, 575, 576
 Tropical Forest Foundation, 418
 Trottnan, Melanie, 304
 Trout, Jack, 417
 Tru-Green, 488
 Trump, Donald, 222
 TRUSTe, 508
 Tsiantar, Dody, 33
 Tucker, Shirley, 470
 Tull, Donald S., 105
 Tums, 325
 Tupperware, 256
 Turk, Doug, 115
 Turner, Melanie, 233
 Tweeter, 316
 TwentySomething, 157
 Twinkies, 369
 Tyco, 87
 Tylenol, 12, 48, 405, 522
 Tyler, Joe, 329, 505
 Tynan, Daniel, 465
- U**
 Ueberroth, Heidi, 542
 Underwater Adventures, 377
 Underwood, Ryan, 49, 81
 Unilever, 96, 99, 100, 196, 207, 233, 276,
 397, 432, 433, 527, 531, 552, 556,
 587, 588-89
 United Airlines, 303, 323, 433
 United Auto Workers (UAW), 213
 United Parcel Service (UPS), 4, 19,
 158-60, 206, 583-84
 United Way, 597
 Universal Studios, 543
 UPN, 19, 443
 UPS. *see* United Parcel Service (UPS)
 UPS Supply Chain Solutions, 358
 Urban League, 133
 Urban Outfitters, 78, 344
 U.S. Air Force, 164

- US Airways, 302-04, 303
 U.S. Army, 4
 U.S. Census, 102
 U.S. Census Bureau, 116, 194
 U.S. Commerce Department, 175
 U.S. Commodity Futures Trading Commission, 330
 U.S. Defense Department, 371
 U.S. Department of Justice, 325
 U.S. Global Investors, 331
 U.S. International Trade Commission, 561
 U.S. Navy, 488
 U.S. Patent and Trademark Office, 100, 102
 U.S. Postal Service, 28, 297, 385, 452
 U.S. Security and Exchange Commission, 100
 U.S. Small Business Administration, 116, 175
 U.S. Southern Shrimp Alliance, 561
 U.S. Time Company, 350
 USA Today, 405
 USAA, 484
 Useem, Jerry, 371
 Utz potato chips, 315
- V**
 Valdes-Dapena, Peter, 93
 Value Clubs, 566
 Value Innovation Program (VIP) Center, 255
 Van Ameringen, Marc, 598
 Van Camps Pork & Beans, 315
 van der Pool, Lisa, 249
 van Stolk, Peter, 49
 Vans, 136
 Vans Triple Crown, 71
 Varvatos, John, 249
 Vescellaro, Jessica E., 505
 Vasilash, Gary S., 93
 Veg-O-Matic, 488, 489
 Venus, 440
 Verizon, 222, 238, 500
 Vermont Teddy Bear Company, 32
 Versace, 372
 Vespa, 189
 Veteran Affairs Medical Centers, 174
 Veterinary Pet Insurance (VPI), 531, 532
 Viacom, 76
 Victoria's Secret, 121, 156-57, 232, 373
 Victorinox, 237
 VideoMining, 121
 ViewSonic, 450
 Viking, 208, 224, 294, 519
 Vildoza, Guido, 215
 VIPS, 565
 Virgin Atlantic Airlines, 306, 396, 422
 Virgin Records, 345
 Virgin Atlantic Airways, 303, 522
 Visa, 50, 188, 500, 525
 VisaUSA, 496
 Vistakon, 521
 Vitango, 598-99
 VNU NV, 117
 Vocalpoint, 135, 136-37
 Vodafone, 308
 Vogue, 156, 248, 342, 361, 438, 503, 580
 Volkswagen, 19, 135, 397, 446
 Volvo, 167, 203, 204, 208, 232, 455, 492
 Von Bergen, Jane M., 157
 von Hoffman, Constantine, 273
 Vongerichten, Georges, 216
 Vranica, Suzanne, 423
 VW Beetle, 248
- W**
 Wade, Dwyane, 249
 Waffle Trainer, 34
 Waldbaum's, 394
 Wales, Dan, 392
 Walgreens, 179, 337
 Walker, Elaine, 423
 Wall Street Journal, 24, 438, 504
 Wallace, Rusty, 4
 Wal-Mart, 4, 8, 15, 24, 38, 43, 45, 53, 55, 65, 75, 78, 81, 96, 97, 113, 133, 161, 162, 185, 187, 188, 198-99, 205, 207, 209, 229, 233, 236, 249, 276, 282-83, 284, 287, 293, 309, 324, 329, 337, 339, 340, 341, 342, 343, 345, 347, 349, 351, 354, 355, 356, 357, 361, 364, 366, 367, 368, 369, 370-71, 375, 377, 380, 381, 382, 383, 384, 416, 442, 459, 475, 484, 495, 515, 516, 517, 520, 523, 524, 526, 527, 529, 530, 531, 533, 565-67, 571, 573, 578, 581, 584, 587
 Wal-Mart Supercenter, 353, 367, 550
 Walsh, Chris, 304
 The Walt Disney Company, 4, 6, 38, 41-42, 68, 206, 219, 230, 231, 235, 238, 471, 488, 489, 503, 527, 549, 554
 The Walt Disney Studios Park, 551
 The Walt Disney World Resort, 492
 Walton, Sam, 4, 381
 Wanamaker, John, 412
 Wandersleben, Richard, 184
 Ward, Ted, 424-25
 Wardell, Jane, 326
 Warner Bros., 279
 Warner, Fara, 477
 Werner Home Video, 280
 Warren, Susan, 304
 Washington Mutual, 70-71, 514-16, 524
 Wasserman, Todd, 137, 273
 Water by Culligan Profile Performance, 236
 Wave-radio, 538
 The WB, 19
 WD-40 Company, 270-71
 WE tv, 187-88
 WeatherChannel.com, 501
 Weathers, Natalie, 157
 Weber grill, 437
 Webster, John S., 115
 Webvan, 253, 394
 Wegman's, 241
 Weight Watchers, 185
 Welch, David, 93
 Welch, Jack, 45-46
 Welitzkin, Paul, 477
 Wellbeing, 392
 Wells, Melanic, 137
 Wells-Fargo, 268
 Wendy's, 46, 66, 421, 575
 Wertkauf, 566
 Western Auto, 373
 Western Union, 517
 Westin Hotels, 207
 WestJet, 99
 Weston, Liz Pulliam, 532
 Wetherell, Donna, 136, 137
 Wexner, Les, 156
 Wheaties, 160, 222, 226
 Whelan, Tensie, 81
 Whirlpool, 204, 265, 349, 519
 Whirlpool White Magic, 549
 Whitaker, Rick and Rose, 230
 White Barn Candle Company, 374
 White Cloud, 233
 White Wave, 48
 Who Wants to Be a Millionaire?, 551
 Whole Foods Market, 364-66
 WholeHealthMD reference library, 365
 Whopper, 398
 Wie, Michelle, 409, 410
 Wiersema, Fred, 524
 Wikipedia, 135
 Wild Planet, 155
 Wilkinson, Stephan, 296
 Williams, Serena and Venus, 145
 Williams, Vanessa, 489
 Williams-Sonoma, 367, 373, 526
 Willson, Meredith, 452
 Wilson, Dave, 151
 Wilson, Woodrow, 81
 Wine.com, 497
 Winfrey, Oprah, 138, 222, 278
 Winnie the Pooh, 235
 Winslet, Kate, 188
 Wise, Michael Z., 296
 Wolcott, Jennifer, 505
 Wolfschmidt, 314
 Wonder, Stevie, 248
 Wood, Mary Beth, 156
 Woods, Tiger, 206, 222, 410
 Woodyard, Chris, 73
 The World Bank, 547, 597
 World of Warcraft, 187
 World Trade Organization (WTO), 544-45
 World Wildlife Fund, 434
 WorldCom, 87
 Wuebben, Ted, 4
- X**
 Xerox, 179, 459
 Xerox Corporation Equipment Remanufacture and Parts Reuse Program, 584
 XM Satellite Radio, 44
- Y**
 Yahoo!, 106, 234, 345, 382, 484, 497, 501, 502, 505
 Yahoo! Music Unlimited, 521
 Yahoo! Shopping, 319, 497
 Yamaha, 16, 297
 Yankelovich Monitor, 86-87, 103
 Yaohan, 384
 Yee, Amy, 180
 Yellowstone National Park, 41
 YMCA, 27
 Yoplait Yogurt, 160, 237
 Young & Rubicam (Y&R), 421
 YouTube, 135, 136, 206
- Z**
 Zahn, Paula, 295
 Zara, 342, 361-62
 Zarlsey, Craig, 457
 Zegna, Ermenegildo, 525
 Zeidler, Sue, 280
 Zeithamal, Valerie A., 57
 Zest, 198
 Zhao, Yilu, 532
 ZhiZhi, Mengke, 542
 Zima, 560
 Zimmerman, Krystian, 296
 Ziploc, 232
 Zisa, Anna, 190
 Zody, 590-91
 Zoo Doo Compost Company, 311

Subject

Note: Italicized page numbers indicate illustrations.

A

- Access by vulnerable or unauthorized groups, 507
 - Accessible market segments, 194
 - Account development executives, A-34
 - Account executives, A-34
 - Account planners, A-34
 - Accumulators, 139
 - Acquisition, 253, 580
 - Action programs, A-8-A-9
 - Actionable market segmentation, 194
 - Actual products, 219
 - Adapted marketing mix, 556
 - Adaptive criteria, 349
 - Administered VMS, 343
 - Adoption process, 150-51
 - Advertainment, 432
 - Advertising
 - costs of, 571
 - defined, 426
 - developing strategy, 428-38
 - evaluating, 438-39
 - international decisions, 440-41
 - jobs in, A-33-A-34
 - online, 500-502
 - organizing for, 439
 - as promotion tool, 398, 414
 - setting budgets, 428
 - setting objectives, 426-28
 - Advertising agency, 439
 - Advertising appeals, 431
 - Advertising budget, 428
 - Advertising media, 435-38
 - Advertising objectives, 426-28
 - Advertising promotion, 418
 - Advertising specialties, 471-72
 - Advertising strategy, 428-38
 - Affiliate programs, 501-02
 - Affordable method, 412
 - African American consumers, 132-33
 - Age and life-cycle segmentation, 187
 - Age compression, 157
 - Age, life cycles and, 139
 - Agents, 387, 388
 - AIDA model, 405-07
 - AIO dimensions, 140
 - Air carriers, 355-56
 - Airtruck, 356
 - Alliances, 501-02
 - Allowance pricing, 312
 - Alternative evaluation, 148
 - Alternative media, 436, 437
 - Americanization, 349-51
 - Analysis, 52
 - Angel customers, 24
 - Appeals, types of, 405
 - Approach, 466-67
 - Art directors, A-33
 - Asian American consumers, 133
 - Assessments, of marketing information needs, 97-98
 - Atmosphere(s)
 - as media type, 409
 - in store, 376
 - Attitudes, 144-45, 149
 - Attributes, 223-25
 - Audience engagement, 438
 - Audience quality, 438
 - Audiovisual materials, 443
 - Augmented products, 220
 - Automobile Information Disclosure Act, 327
- ### B
- Baby boomers, 69-70
 - Banners, 500
 - "Barnacles," 22
 - Barter, 548
 - Basing-point pricing, 318
 - Behavioral segmentation, 186, 189-91
 - Beliefs, 144-45, 232
 - Benchmarking, 519
 - Benefit segmentation, 189-90
 - Blanket contract, 172
 - Blogs, 495-96
 - Boston Consulting Group Approach, 39-40
 - Brand contract, 401
 - Brand conviction, 146
 - Brand equity managers, 239
 - Brand experiences, 6
 - Brand familiarity, 146
 - Brand management, jobs in, A-34-A-35
 - Brand personality, 141
 - Brand switching, 147
 - Branded entertainment, 432
 - Branded variants, 316
 - Brand(ing)
 - brand equity, 230-31
 - development, 237-38
 - extensions, 237-38
 - managing, 238-39
 - name selection, 232-33
 - new, 238
 - in PLC concept, 268
 - positioning, 231-32
 - product/service decisions and, 225-26
 - sponsorship, 233-37
 - Break-even analysis, A-13
 - Break-even pricing, 291-92, A-12
 - Break-even volume, 292
 - Brick-and-mortar companies, 24, 493, 496
 - Broadcast media, 409
 - Brokers, 387, 388
 - Budgets, 53, A-9
 - Builders, 139
 - Business analysis, 259
 - Business buyer behavior
 - business buying process, 169-72
 - defined, 160
 - e-procurement, 172-74
 - influences on, 167-69
 - institutions and government markets, 174-76
 - participants in process, 166-67
 - types of buying situations, 163-66
 - Business buying process, 160
 - Business, legislation regulating, 82-84
 - Business markets, 66, 160-62, 192-93
 - Business portfolios, 39-44
 - Business promotion tools, 472-73
 - Business services, 222
 - Business to business (B2B) online marketing, 495
 - Business-to-business (B2B) companies, 416
 - Business-to-business (B-to-B) marketers, 160
 - Business-to-business e-commerce, 24
 - Business-to-consumer (B2C) companies, 416
 - Business to consumer (B2C) online marketing, 494-95
 - "Butterflies," 22
 - Buyback, 548
 - Buyer decision process
 - evaluation of alternatives, 146
 - information search, 147-48
 - need recognition, 147
 - for new products, 150-52
 - postpurchase behavior, 149
 - purchase decision, 148-49
 - Buyer-readiness stages, 404
 - Buyers, 166, 482
 - Buyer's rights, 582
 - Buying behavior
 - complex, 145-46
 - dissonance-reducing, 146
 - habitual, 146-47
 - variety-seeking, 147
 - Buying center, 166
 - Buying unit, 162
 - Buzz marketing, 135, 136, 408
 - By-product pricing, 311
- ### C
- Call plans, 462-64
 - Call reports, 465
 - Cannibalization, A-25
 - CAN-SPAM Act, 505
 - Capital items, 222
 - Captive-product pricing, 310-11
 - Careers, in marketing, A-27-A-36
 - Caring capitalism, 27
 - Cash discounts, 312
 - Cash rebates, 316
 - Cash refunds, 471
 - Cash-and-carry wholesalers, 387
 - Catalog marketing, 485-87
 - Category killers, 367, 369
 - Causal research, 101
 - Central America Free Trade Agreement (CAFTA), 546
 - Central business districts, 379
 - Cents-off deals, 471
 - Chain ration method, A-17
 - Chain stores, 372
 - Channel conflicts, 339
 - Channel differentiation, 206
 - Channel levels, 324-27, 338
 - Channels of communication, 407-09
 - Channels within nations, 562
 - Character licensing, 235
 - Checkout scanners, 109
 - Chief marketing officer (CMO), 55
 - Chief privacy officer (CPO), 119
 - Children, as influence on buyer behavior, 138
 - Chinese Americans, 74
 - Chinese demographic, 68-69
 - Citizen-action publics, 67
 - Clayton Act (1914), 323, 352
 - Click-and-mortar companies, 24, 493, 496, 497-98
 - Click-only companies, 493, 496, 497
 - Closed-end questions, 109
 - Closing, 468
 - Club marketing programs, 16
 - Co-brand/ing, 233, 236-37
 - Code of ethics, AMA, 593, 594-95
 - Cognitive dissonance, 149
 - Commercial noise, 580

- Commercial sources, 148
 Commercialization, 262-63
 Commission merchants, 388
 Communicability, 152
 Communication adaptation, 559
 Communication effects, of an ad, 439
 Communications
 channels of, 407-09
 choosing media, 407-09
 collecting feedback, 411-12
 designing a message, 405-07
 determining objectives, 404-05
 identifying target audience and, 404
 process, 402-04
 selecting message source, 409-10
 Community shopping centers, 380
 Company, other groups in, 65
 Company resources, 201
 Company sales force, 348
 Comparative advertising, 427
 Comparison pricing, 326
 Compatibility, 152
 Compensation
 international trade and, 548
 of salespeople, 461-62
 Competitive advantage, 204, 207, 516
 Competitive intelligence, 99
 Competitive intelligence system, 522
 Competitive marketing strategies, 516, 522-34
 Competitive review, A-4
 Competitive-party method, 412-13
 Competitor map, 518
 Competitor-centered company, 534
 Competitors
 analysis of, 516-22
 assessing, 518
 in company's microenvironment, 66-67
 identifying, 517-18
 marketing strategies of, 201
 myopia of, 517
 new-product ideas from, 256
 reactions to price changes, 322
 selecting which to attack or avoid, 520-22
 strategies and pricing by, 299
 Complex buying behavior, 145-46
 Complexity, 152
 Component materials, 222
 Concentrated marketing, 197
 Concept development and testing, 257-58
 Concept testing, 257-58
 Conformance quality, 224
 Connectors, 136
 Consistency, of product mix, 230
 Consumer behavior
 buyer decision process, 147-52
 characteristics affecting, 131-45
 international, 153
 model of, 130-31
 types of, 130-47
 Consumer buyer behavior, 130
 Consumer products, 220-21
 Consumer Product Safety Act (1972), 275
 Consumer to business (C2B) online marketing, 496
 Consumer to consumer (C2C) online marketing, 495-96
 Consumerism, 581-82
 Consumer-oriented marketing, 586-87
 Consumers
 changing spending patterns of, 78
 expectations of, 149
 marketing's impact on, 571-77
 markets, 66, 130
 promotions, 469, 470-72
 reactions to price changes, 321-22
 rights of, 582
 Contact methods, 105-08
 Content sponsorships, 501
 Contests, 472
 Contextual advertising, 501
 Continuity, 438
 Continuous innovation, 529
 Continuous inventory replenishment systems, 356
 Contract logistics. *See* Third-party logistics (3PL) provider
 Contract manufacturing, 554
 Contractual VMS, 342-43
 Contribution margin, A-14
 Control, 55-56
 Control issues, 349
 Controls, A-9
 Convenience products, 220-21
 Convenience stores, 367, 368-69
 Conventional distribution channel, 340
 Conventions, 472
 Conversion rates, 120
 Copy, in an ad, 435
 Copywriters, A-33
 Core beliefs, 86-89
 Core benefits, 219
 Corporate chains, 372, 373
 Corporate identity materials, 443
 Corporate image advertising, 222
 Corporate marketing ethics policies, 591
 Corporate Web site, 499
 Coshopping, 157
 Cost-based pricing, 285, 288, 290-91
 Cost-plus pricing, 290-91, A-12
 Costs
 at different production levels, 289-90
 as function of production, 290
 types of, 288-89
 Counterpurchase, 548
 Countertrade, 548
 Coupons, 470-71
 Creative concept, 431
 Cross-functional, cross-company teams, 357
 Cues, 144
 Cultural environment
 of company, 86-89
 global marketing and, 548-51
 Cultural factors, affecting consumer behavior, 131-34
 Cultural pollution, 579-80
 Culture, 131
 Current marketing situation, A-2-A-5
 Customer business development (CBD) teams, 459
 Customer databases
 defined, 483
 direct marketing and, 483-84
 Customer equity, 21-22, 231
 Customer evangelists, 14
 Customer intimacy, 524, 525-26
 Customer lifetime value, 20
 Customer management, 9
 Customer management organization, 55
 Customer perceived value, 13
 Customer relationship management (CRM), 16-18, 45, 112-13, 468
 Customer relationships
 changing nature of, 16-18
 management of, 13-16
 partner relationship management, 18-19
 Customer sales force structure, 454-55
 Customer satisfaction, 13-15
 Customer value, 7, 13
 Customer value analysis, 520
 Customer-centered company, 534
 Customer-centered new-product development, 263-64
 Customer-driven companies, 10-11
 Customer-driven marketing strategy
 designing, 8-12
 differentiation and positioning, 203-10
 introduction, 184-85
 market segmentation, 185-94
 as marketing strategy, 48, 50
 target marketing, 195-203
 Customers
 angel vs. demon, 24
 capturing value from, 19-22
 loyalty and retention of, 20
 market types, 66
 needs, wants, and demands of, 6
 new-product ideas from, 255
 retaining and growing, 17-18
 Customer-segment pricing, 313
 Customer-value marketing, 587
 ☞
 Data mining, 112
 Data smog, 96
 Data warehouses, 112
 Database marketing, 507-08
 Database services, 103
 Deceptive practices, 572-73
 Deceptive pricing, 326
 Deciders, 166
 Decision process, 162
 Decline stage, 271-73, 274
 Decoding, 403
 Deficient products, 590
 Delighting the customer, 150-51
 Demand chain, 335
 Demand curve, 297
 Demand management, 9
 Demand, pricing and, 294, 296-99
 Demands, 6
 Demarketing, 9
 Demographic environment, 68-77
 Demographic markets, 43
 Demographic segmentation, 186, 187-88
 Demography, 68-77
 Derouon customers, 24
 Demonstration, 467
 Department stores, 367, 368
 Depth, of product mix, 230
 Derived demand, 161
 Descriptive research, 101
 Design, 224-25
 Design for environment (DFE) practices, 584
 Differences, promoting, 207
 Differentiable market segmentation, 194
 Differentiated marketing, 196-97
 Differentiation
 as competitive strategy, 523
 defined, 50, 185
 positioning and, 203-10
 service, 243-44
 Digital age, 23-24
 Digital coupons, 492
 Digital direct marketing technologies, 491-93
 Direct exporting, 553
 Direct investment, 555
 Direct marketing
 customer databases and, 483-84
 customer relationships and, 17
 defined, 415, 480
 forms of, 484-93
 growth and benefits of, 481-83

- Direct marketing—*continued*
 integrated, 505–06
 new model, 480–81
 online, 493–505
 as promotion tool, 399
 public policy issues in, 506–09
- Direct marketing channels, 336
- Direct-mail marketing, 484–85
- Direct-response television marketing (DRTV), 488–91
- Direct-retailing channels, 381
- Disabled customers, 77
- Disadvantaged consumers, 577
- Discount stores, 367, 370
- Discounts, 312
- Disintermediation, 344–47
- Display media, 409
- Dissonance-reducing buying behavior, 146
- Distinctive competencies, 38
- Distribution centers, 354
- Distribution channels. *See also* Marketing channels
 global marketing and, 562
- Distribution, costs of, 571
- Distribution review, A-4–A-5
- Distributor brand, 233
- Distributors
 new-product ideas from, 256
 as wholesalers, 387
- Diversification, 44
- Divisibility, 152
- Doha Round, 545
- Do-not-call legislation, 487–88
- Dot-coms, 24, 493, 497
- Downsizing, 44
- Drive, 142–43, 144
- Drop shippers, 387
- Dumping charges, 561
- Dynamic pricing, 318–19
- E**
- Early adopters, 152
- Early majority, 152
- Echo boomers, 71
- Economic communities, 545
- Economic conditions, 299
- Economic environment
 of company, 77–78
 global marketing and, 546–48
- Economic factors, 193
- Economic situation, as influence on buyer behavior, 140
- Editorial quality, 438
- Elastic demand, 298
- Electronic data interchange (EDI), 356
- E-mail, direct marketing and, 465, 503–04
- Emotional appeals, 405–06
- Encoding, 403
- End user, 533
- Engel's laws, 78
- Enlightened marketing, 586–91
- Entrepreneurial marketing, 522–53
- Environmental concerns, 79
- Environmental factors, for business buyers, 168
- Environmental sustainability, 583
- Environmentalism, 582–85
- Environmentally sustainable strategies, 79–80
- E-procurement, 172–74
- E-tailers, 497
- E-tailing, 381–82
- Ethics
 AMA code of, 591–93, 594–95
 customer relationships and, 26–27
 marketing intelligence and, 100
 in marketing research, 118–22
 political environment and, 84–86
- Ethnographic research, 104–05
- Evaluation, 473
- Evaluation of alternatives, 148
- Events, 409
- Everyday low costs (EDLC), 565
- Everyday low pricing (EDLP), 287, 377, 565
- E-waste, 80
- Exchange controls, 544
- Exchanges, 7
- Exclusive dealing, 352
- Exclusive distribution, 348, 352
- Exclusive territorial agreements, 352
- Execution styles, 432–34
- Executive summary, A-2
- Expense reports, 465
- Experience curve, 290
- Experiencers, 141
- Experiences, 6–7, 219
- Experiential retailing, 377
- Experiential sources, 148
- Experimental research, 105
- Experiments, 106–08
- Exploratory research, 101
- Exporting, 552–53, 563
- External idea sources, 255–56
- External information sources, 102
- External stimuli, 147
- Extranet links, 172
- Extranets, 113
- F**
- Factory outlets, 367, 371–72
- Fads, 268–69
- Fair competition, 419
- Fair Packaging and Labeling Act (1966), 227
- Families, 72–74, 138
- Fantasy style, 434
- Fashion, 268
- Fast fashion, 361–62
- Fax mail, 485
- Federal Food, Drug, and Cosmetic Act, 275
- Federal Trade Commission Act (1914), 227
- Feedback, 403, 411–12
- Field sales force, 457
- Financial intermediaries, 66
- Financial publics, 67
- Fishyback, 356
- Fixed costs, 288, 291–92, A-11
- Fixed fee, 311
- Fixed prices, 318
- Fluctuating demand, 162
- FOB-origin pricing, 317–18
- Focus, 524
- Focus group interviewing, 106, 107
- Follow-up, 468
- Format, of an ad, 434
- Formulated marketing, 523
- Four C's of marketing, 51
- Four P's of marketing, 12, 47, 50–51, 130, 163
- Fragmentation, 400
- Franchises, 342, 372, 373
- Free goods, 472
- Free Trade Area of the Americas (FTAA), 546
- Free trade zones, 545
- Freight-absorption pricing, 318
- Frequency marketing programs, 16
- Frequency, of message, 435–38
- Frontal attack, 531
- Full-line forcing, 352
- Full-service retailers, 368
- Full-service wholesalers, 386, 387
- Functional discounts, 312
- Functional organization, 55
- G**
- Games, 472
- Gatekeepers, 166
- Gateway marketing, 157
- Gay consumers, 76–77
- Gay, lesbian, bisexual, and transgender (GLBT) market, 76
- Gender segmentation, 187–88
- General Agreement on Tariffs and Trade (GATT), 544–45
- General line wholesalers, 387
- General merchandise wholesalers, 387
- General need description, 169
- General public, 67
- Generation X, 70–71
- Generation Y, 71
- Generational marketing, 71–72
- Geodemographic segmentation, 191
- Geographic market, 533
- Geographic organization, 55
- Geographic segmentation, 185–87, 193
- Geographical markets, 43
- Geographical organizations, 563
- Geographical pricing, 317–18
- Getting Started customers, 139
- GLBT market, 76
- Global firm, 543
- Global marketing
 cultural environment, 548–51
 current state of, 542–44
 direct investment, 555
 economic environment, 546–48
 exporting, 552–53
 international trade system, 544–46
 joint venturing, 553–55
 original choices, 563
 political-legal environment, 548
 program choices, 555–62
 reasons for, 551–52
- Global organizations, 563
- Globalization, 25–26
- Goals, setting, 38–39
- Good-value pricing, 287
- Government intervention, 79
- Government markets, 66, 174–76
- Government publics, 67
- Green marketing programs, 583
- Green movement, 79–80
- Gross margin percentage, A-20
- Group interviewing, 106
- Groups, 134–37
- Growth, 43
- Growth stage, 270, 274
- Growth-share matrix, 39
- H**
- Habitual buying behavior, 146–47
- Handling objectives, 468
- Harmful products, 573–74
- Harvesting the product, 273
- Headline, in an ad, 434–35
- Hierarchy of needs, 143
- High prices, 571–72
- High-low pricing, 287, 377
- High-pressure selling, 573
- Hispanic consumers, 131–32
- Home shopping channels, 488
- Horizontal conflict, 339
- Horizontal marketing systems, 343

- Humor, in advertising, 405-06
 Hybrid marketing channels, 343
 Hypermarkets, 369
- I
- Idea generation, 254-56
 Idea screening, 256
 Ideas marketing, 223
 Illustration, in an ad, 434-35
 Image differentiation, 206
 Image style, 434
 Immersion groups, 106
 Impact, of message, 435-38
 Implementation, 53-54
 Inbound distribution, 352
 Inbound telephone marketing, 487
 Incentives, 473
 Income, changes in, 78
 Income distribution, 78, 547
 Income segmentation, 188
 Income statement, A-18, A-19
 Independent off-price retailers, 367, 371
 Indirect attack, 531
 Indirect exporting, 553
 Indirect marketing channels, 338
 Individual factors, for business buyers, 169
 Individual interviewing, 106
 Individual marketing, 200-201
 Industrial distributors, 348, 387
 Industrial economies, 78, 547
 Industrial products, 221-22
 Industrializing economies, 547
 Inelastic demand, 162, 298
 Influencers, 166
 The influentials, 135
 Infomercials, 488, 489-90, 506-09
 Information search, 147-48
 Informative advertising, 427
 Ingredient labeling, 582
 Innovation, 253, 255, 266
 Innovation management system, 264
 Innovative marketing, 587
 Innovativeness, differences in, 151-52
 Innovators, 141
 Inside sales force, 457
 Inside-out perspectives, 10
 Institutional markets, 174
 Integrated direct marketing, 505-06
 Integrated logistics management, 356-58
 Integrated marketing communications (IMC), 399-402, 418-19
 Integrated marketing mix, 50-51
 Integrated marketing program, 12
 Intensive distribution, 348
 Interactive marketing, 242
 Interactive TV (ITV), 492-93
 Intermarket segmentation, 193-94
 Intermediaries, 348-49, 562
 Intermodal transportation, 356
 Internal databases, 98-99
 Internal idea sources, 254-55
 Internal marketing, 241-42
 Internal publics, 67
 Internal stimuli, 147
 International advertising, 440-41
 International consumer behavior, 153
 International distribution channels, 349-50
 International divisions, 563
 International marketing. *See* Global marketing
 International marketing research, 117-18
 International markets, 68, 193-94
 International pricing, 320
- International product and services marketing, 275-76
 International subsidiaries, 563
 International trade system, 544-46
- Internet
 catalog marketing and, 486
 defined, 23-24
 direct marketing and, 480-81
 e-procurement, 172-74
 fraud on, 506-07
 logistics transportation and, 356
 nonstore retailing and, 381-82
 surveys, 106-08
 Internet marketing, 84
 Internet service providers (ISPs), 497
 Interpersonal factors, for business buyers, 168-69
 Interstitials, 500
 Intranet, 113
 Intrapreneurial programs, 254-55
 Intrapreneurial marketing, 523
 Introduction stage, 269-70, 274
 Invasion of privacy, direct marketing and, 507-08
 Inventory management, 354-55
 Inventory turnover rate, A-20
 Issues, A-6-A-7
- J
- Jobbers, 387
 Joint ownership, 554-55
 Joint venturing, 553-55
 Junk e-mail, 503-04
 Just-in-time logistics systems, 354-55
- K
- Kiosk marketing, 491
- L
- Labeling, 227
 Laggards, 152
 Late majority, 152
 Leading adopters, 135
 Learning, 144
 Learning curve, 290
 Length, of product mix, 229-30
 Lesbian consumers, 76-77
 Less-for-much-less positioning, 209
 Licensed brand, 233
 Licensing, 235-36, 554
 Life-cycle stages, 139
 Lifestyle
 as advertising execution style, 433
 as influence on buyer behavior, 140
 Lifestyle centers, 380
 Lifestyles of health and sustainability (LOHAS) market, 88
 Limited-line store, 367
 Limited-service retailers, 368
 Limited-service wholesalers, 386, 387
 Line extensions, 237
 Line filling, 229
 Line stretching, 228-29
 Local marketing, 198-200
 Local publics, 67
 Location
 of new product launch, 263
 retailers and, 378-79
 wholesalers and, 389
 Location pricing, 313
 LOHAS market, 88
 Long-run average cost (LRAC) curve, 290
 Long-run welfare, 11
 Loss leaders, 316
 Loss-leader pricing, 315-16
- Low-interest financing, 317
 Loyalty status, 190-91
- M
- Macroenvironment
 cultural environment, 86-89
 defined, 64
 demographic environment, 68-77
 economic environment, 77-78
 forces in, 68
 natural environment, 79-80
 political environment, 82-86
 technical environment, 80-82
 Madison & Vine, 431, 432-33
 Magnuson-Moss Warranty Act (1975), 275
 Mail questionnaires, 106
 Mail-order wholesalers, 387
 Maintenance, repair, and operating (MRO) products, 385, 389-90
 Major media types, 435-36
 "Make and sell" philosophy, 10
 Management contracting, 554
 Management, of marketing process, 52-56
 Manufactured materials, 222
 Manufacturer's agency, 348
 Manufacturer's agents, 387
 Manufacturer's brand, 233-34
 Manufacturer's sales branches and offices, 388
 Manufacturer-sponsored retailer/wholesaler franchise system, 342
 Market challenger strategies, 527, 530-31
 Market challenges, 527
 Market description, A-3
 Market development, 43
 Market differentiation, 48, 50
 Market environment, 38
 Market followers, 527
 Market follower strategies, 527, 531
 Market growth rate, 39-40
 Market leaders, 527
 Market leader strategies, 527-30
 Market management organization, 55
 Market modification, 270
 Market nichers, 527
 Market niche strategies, 527, 531-34
 Market niches, 48
 Market offerings, 6-7, 218-19
 Market penetration, 43
 Market pioneer, 270
 Market potential, A-16
 Market rollout, 263
 Market segment, 48
 Market segmentation
 behavioral, 186, 189-91
 business markets, 192-93
 defined, 8, 48, 184
 demographic, 186, 187-88
 effective, 194
 geographic, 185-87
 international markets, 193-94
 psychographic, 186, 188-89
 using multiple bases, 191-92
 Market share, 428, 529-30, A-19
 Market targeting, 48, 185
 Market variability, 201
 Market-centered company, 534
 Marketing. *See also specific types*
 analysis, 52
 budget, 53
 careers in, A-27-A-36
 defining, 4-5
 department organization, 54-55
 impact on other businesses, 580-81
 impact on society as a whole, 577-80

- Marketing. *See also specific types—continued*
- of international products and services, 275-76
 - legislation affecting, 83
 - new landscape of, 23-28
 - planning, 52-53
 - regulating, 581-86
 - sample financial analysis, A-11-A-26
 - social criticisms of, 571-81
- Marketing audit, 55
- Marketing channels
- behavior and organization of, 338-47
 - defined, 335
 - design decisions, 347-50
 - management decisions, 350-51
 - nature and importance of, 335-38
 - number of levels, 338
 - public policy and distribution decisions, 351-52
- Marketing communications mix, 398-99
- Marketing concept, 10-11
- Marketing control, 55-58
- Marketing dashboards, 57
- Marketing environment
- defined, 64
 - macroenvironment, 67-89
 - microenvironment, 64-67
 - responding to, 89
- Marketing implementation, 53-54
- Marketing information
- analyzing, 111-13
 - assessing needs, 97-98
 - developing, 98-100
 - distributing and using, 113
 - introduction, 96-97
 - marketing research, 100-111
 - other considerations, 113-22
- Marketing information system (MIS), 97
- Marketing intelligence, 99-100
- Marketing intermediaries, 65-66
- Marketing logistics
- defined, 352
 - functions, 354-56
 - jobs in, A-36
 - management of, 356-58
 - nature and importance of, 352-53
 - system goals of, 353
- Marketing management, 8, 9-12
- Marketing mix, 5, 12, 50, 389
- Marketing mix modification, 271
- Marketing myopia, 6
- Marketing organization, A-8
- Marketing plan
- contents of, 54
 - purpose and content of, A-1
 - relationships and, A-2
 - research and, A-1
 - sample, A-2-A-9
- Marketing process, 5, 29
- Marketing research
- collecting primary data, 103-10
 - defined, 100, A-8
 - developing the plan, 101-02
 - gathering secondary data, 102-03
 - implementing the plan, 110
 - international, 117-18
 - interpreting and reporting the findings, 111
 - jobs in, A-36
 - objectives, 101
 - process, 101
 - public policy and ethics in, 118-22
 - in small businesses and nonprofits, 114-17
- Marketing return on investment (ROI), A-22
- Marketing return on sales (ROS), A-21
- Marketing services agencies, 66
- Marketing strategy
- customer-driven, 48, 50
 - defined, 47
 - development, 258-59
 - statement, 258-59
- Marketing tools, A-7
- Marketing Web site, 499
- Market-oriented mission statements, 37
- Market-penetration pricing, 309
- Markets, defined, 7-8
- Market-skimming pricing, 308
- Markets-of-one marketing, 200
- Markup chain, A-13
- Markup pricing, 291, A-12
- Markups, 572, A-13
- Maslow's hierarchy of needs, 143
- Mass customization, 200, 200-201
- Mass luxury movement, 94
- Mass media, 400, 401
- Mass-marketing, 195-96
- Materialism, 577-79
- Materials, 222
- Matrix methods, 39-41
- Mature consumers, 133
- Maturity stage, 270-71, 274
- McDominated, 550
- Measurable market segments, 194
- Mechanical instruments, 109
- Media, 403
- Media engagement, 435-38
 - Media impact, 435-38
 - Media planners, 436, 438, A-34
 - Media publics, 67
 - Media types, 409, 435-36
 - Media vehicles, 436, 438
- Megabrand strategies, 238
- Megamalls, 380
- Megaretailers, 383
- Membership warehouses, 372
- Merchandise conglomerates, 372, 373-74
- Merchant wholesaler, 386-88
- MERCOSUR, 546
- Message, 403, 405-07
- Message strategy, 431
- Microenvironment
- the company, 65
 - competitors, 66-67
 - customers, 66
 - defined, 64
 - marketing intermediaries, 65-66
 - publics, 67
 - suppliers, 65
- Micromarketing, 193-201
- Middle class, 78
- Middle-of-the-roads, 524
- Migration, 74-75
- Mill supply houses, 387
- Mission statements, 37
- Mobile phone marketing, 491-92
- Mobile tour marketing, 443
- Modified rebuy, 163
- Monopolistic competition, 296
- Mood style, 434
- Moral appeals, 406
- More-for-less positioning, 209-10
- More-for-more positioning, 208
- More-for-the-same positioning, 208
- Motivation
- consumer behavior and, 142-43
 - of salespeople, 462-64
- Motivation research, 142
- MRO materials, 173
- MRO products, 385, 389-90
- Multibrands, 238
- Multichannel distribution systems, 343-44
- Multichannel retailers, 381, 382
- Multiple niching, 533
- Multiple segmentation bases, 191-92
- Musical style, 434
- Myopia, competitor, 517
- N**
- Name, brand name selection, 232-33
- Natural environment, 79-80
- Natural products, 222
- Nature, views of, 88-89
- Need recognition, 147
- Needs, 6
- Need-satisfaction approach, 467
- Neighborhood shopping centers, 380
- Net marketing contribution (NMC), A-21
- Net profit percentage, A-20
- New environmental technologies, 584
- New products, 150-52
- New task, 163
- New-product development
- customer-centered, 263-64
 - defined, 253
 - development process, 254-63
 - managing, 263-67
 - strategy, 253-54
 - systematic, 264, 266-67
 - team-based, 264
- New-product planning, jobs in, A-36
- New-product pricing strategies, 308-09
- Niche marketers/marketing, 88, 197
- Nichers, 48, 527, 531-34
- Noise, 403
- Nonpersonal communication channels, 409
- Nonprice positions, 294
- Nonprobability samples, 109
- Nonprofit organizations, marketing
- research in, 114-17
- Nonstore retailing, 381-82
- Nontariff trade barriers, 544
- North American Free Trade Agreement (NAFTA), 390, 545-46, 585
- Nostalgia trend, 248
- Not-for-profit marketing, 27-28
- Not-for-profit services, jobs in, A-36
- Nutritional labeling, 227, 582
- Nutritional Labeling and Education Act (1990), 227
- O**
- Objective-and-task method, 413
- Objectives
- defined, A-6
 - setting, 38-39
- Observational research, 104-05
- Occasion segmentation, 189
- Occupation, as influence on buyer behavior, 139-40
- Off-invoice, 472
- Off-list, 472
- Off-price retailers, 367, 370
- Oligopolistic competition, 296-97
- One-to-one marketing, 200
- Online advertising, 500-502
- Online databases, 103
- Online focus groups, 106-08
- Online marketing
- defined, 493
 - domains, 494-96
 - establishing a presence, 498-504
 - marketing and the Internet, 493
 - promises and challenges of, 504-05
 - types of, 496-98

- Online marketing research, 106-08
 Online media, 409
 Online panels, 106-08
 Online privacy, 507-08
 Online retailers, 381-82
 Online security, 507
 Online social networking, 135
 Open dating, 227, 582
 Open-end questions, 109
 Operating control, 55
 Operating expense percentage, A-20
 Operating ratios, A-20
 Operating statement, A-18, A-19
 Operational excellence, 524
 Opinion leader, 135, 408
 Opportunities, 52, A-6
 Optional-product pricing, 310
 Order-routine specification, 172
 Organization marketing, 222
 Organizational climate, 463
 Organizational factors, for business buyers, 168
 Organizations, views of, 87
 Others, views of, 87
 Outbound distribution, 352
 Outbound telephone marketing, 487
 Outside sales force, 457
 Outside-in perspective, 10
 Outsourced logistics. *See* Third-party logistics (3PL) provider
 Overall cost leadership, 523
 Overhead, 288
 ¶
 Packaging, 226
 Partner relationship management, 18-19, 45, 330
 Partnering, 45-47
 Partners, 18-19
 Parts, 222
 Patriotism, 87-88
 Patronage rewards, 472
 People differentiation, 206
 People meters, 109
 Perceived performance, of product, 149
 Percentage-of-sales method, 412
 Perception, 143-44
 Perceptual positioning maps, 208
 Performance quality, 224
 Performance review, 172
 Permission-based e-mail, 505
 Permission-based marketing, 504
 Person marketing, 222
 Personal communication channels, 407-09
 Personal factors, affecting consumer behavior, 139-41
 Personal interviewing, 106
 The Personal Responsibility in Food Consumption Act, 574
 Personal selling
 compensating salespeople, 461-62
 defined, 414, 452
 designing sales force strategy and structure, 454-59
 nature of, 452-53
 process, 466-68
 as promotion tool, 399
 recruiting and selecting salespeople, 459-60
 sales force role, 453
 social responsibility and, 419
 supervising and motivating salespeople, 462-65
 training salespeople, 460-61
 Personal sources, 148
 Personality, 141
 Personality symbol style, 434
 Personalization, 73
 Persuasive advertising, 427
 Philosophy, of a company, 44
 Phishing, 507
 Physical distribution. *See also* Marketing logistics
 jobs in, A-36
 Physical distribution firms, 66
 Piggyback, 356
 Pipelines, 355
 Place, 50
 Place marketing, 223
 Planned obsolescence, 574, 576-77
 Planning, 52-53
 Pleasing products, 590
 Podcasts, 492
 Point-of-purchase (POP) promotions, 472
 Political environment, 82-86
 Political-legal environment, global marketing and, 548
 Pollution
 cultural, 579-80
 as environmental trend, 79
 prevention of, 583
 Poor service, 577
 Population, geographic shifts in, 74-75
 Pop-unders, 501
 Pop-ups, 500-501
 Portals, 497
 Portfolio analysis, 39
 Positioning
 choosing strategy for, 203-04, 206-10
 communication and delivery of, 210
 customer-driven marketing and, 48, 50
 defined, 185, A-7
 maps, 203, 204
 retailers and, 374-75
 wholesalers and, 388
 Positioning statement, 210
 Postpurchase behavior, 149
 Postpurchase dissonance, 146
 Power centers, 380
 Preapproach, 466
 Predatory competition, 581
 Predatory pricing, 324
 Premiums, 471
 Presentation, 467
 Preservers, 139
 Price comparison sites, 497
 Price confusion, 327
 Price discrimination, 324
 Price elasticity, 298
 Price escalation, 320, 561
 Price packs, 471
 Price points, 310
 Price transparency, 561
 Price-adjustment strategies, 312
 Price-fixing, 324
 Price-off, 472
 Price/pricing. *See also specific types*
 break-even/target profit, 291-92
 by-product, 311
 captive-product, 310-11
 changes in, 320-23
 competitors' strategies and, 299
 cost-based, 290-91
 defining, 284-85
 demand and, 297-99
 in different markets, 294, 296-97
 discount and allowance, 312
 dynamic, 318-19
 geographical, 317-18
 global marketing and, 561-62
 good-value, 287
 international, 320
 market-penetration, 309
 market-skimming, 308
 new-product strategies, 308-09
 optional-product, 310
 as part of Four P's, 50
 product bundle, 312
 product line, 309-10
 product mix strategies, 309-12
 promotional, 316-17
 psychological, 314, 316
 public policy and, 323-27
 retailer classification and, 369-72
 retailers and, 377
 segmented, 312-14
 value-added, 287, 288-89
 value-based, 285-87
 wholesalers and, 389
 Pricing power, 287, 288-89
 Pricing-matching guarantees, 316
 Primary data, 102, 103-10
 Primary motivations, 141
 Print media, 409
 Privacy
 direct marketing and, 507-08
 intrusions on, 118-20
 Private brand, 233-34
 Private goods, 579
Pro forma profit-and-loss statement, A-18
 Probability samples, 109
 Problem recognition, 169
 Producers' cooperatives, 387
 Product(s)
 classifications, 220-23
 defined, 218
 global marketing and, 556, 558
 harvesting, 273
 individual decisions, 223-26
 international marketing of, 275-76
 levels of, 219-20
 line decisions, 228-29
 as market offering, 6-7
 mix decisions, 229-30
 as part of Four P's, 50
 services, experiences, and, 218-19
 Product adaptation, 558
 Product assortment, retailer's, 376
 Product attributes, 223-25, 231-32
 Product bundle pricing, 312
 Product characteristics, adoption rate and, 152
 Product class, 268
 Product concept, 9-10, 257-58
 Product decision, social responsibility and, 274-75
 Product development, 44, 259-60
 Product features, 224
 Product form, 268
 Product invention, 558
 Product leadership, 524
 Product life cycle (PLC), 428
 decline stage, 271-73, 274
 defined, 267
 growth stage, 270, 274
 introduction stage, 269-70, 274
 maturity stage, 270-71, 274
 strategies, 267-73
 Product life-cycle stage, 201
 Product line pricing, 309-10
 Product lines
 decisions regarding, 228-29
 retailers and, 368-69
 Product management, jobs in, A-34-A-35
 Product management organization, 55
 Product mix, 229, 309-12

- Product modification, 271
 Product portfolio, 229-30
 Product position, 203. *See also*
 Positioning
 Product review, A-3-A-4
 Product sales force structure, 454
 Product specification, 169-70
 Product stewards, 275
 Product stewardship, 584
 Product style and design, 224-25
 Product support services, 227-28
 Product variability, 201
 Product-form pricing, 313
 Production concept, 9
 Production managers, A-34
 Product/market expansion grid, 42-43
 Product-oriented mission statements, 38
 Professional associations, A-37
 Profit-and-loss statement, A-19
 Profits, as advertising effect, 439
 Promotion(s)
 advertising and sales, 418
 costs of, 571
 global marketing and, 559
 online, 500-502
 as part of Four P's, 51
 setting budget for, 412-13
 wholesalers and, 389
 Promotion clutter, 469
 Promotion mix
 defined, 398
 integrating, 417-18
 overview, 398-99
 shaping, 413-15
 strategies, 415-16
 Promotion tools, retailers and, 377
 Promotional allowances, 312
 Promotional pricing, 316-17
 Promotional products, 471-72
 Proposal solicitation, 171
 Prospecting, 466
 Provider-customer interaction, 240
 Psychographic segmentation, 186, 188-89
 Psychological factors, affecting consumer
 behavior, 142-45
 Psychological pricing, 314, 316
 Public goods, 579
 Public policy
 channel distribution and, 351-52
 direct marketing and, 506-09
 government regulation and, 82
 in marketing research, 118-22
 pricing and, 323-27
 Public relations
 defined, 415, 441
 department functions, 441
 jobs in, A-36
 as promotion tool, 398
 role and impact of, 441-42
 tools, 442-43
 Public service activities, 443
 Public sources, 148
 Publics, 67
 Puffery, 573
 Pull strategy, 415-17
 Pulsing, 438
 Purchase decision, 148-49
 Purchasing agents, 388
 Purchasing officers, 388
 Pure competition, 294, 296
 Pure monopoly, 297
 Pure services, 219
 Pure tangible goods, 219
 Push money, 472
 Push strategy, 415-17
- Q
 QSVC, 46
 Qualifying, 466
 Qualitative value, of message, 435-38
 Quality
 levels of, 224
 price and, 316
 service, 244
 Quality-price, 533
 Quantity discounts, 312
 Questionnaires, 109
 Quick Response (QR) codes, 492
 Quotas, 544
- R
 R&D department, 259
 Rack jobbers, 387
 Radio-frequency identification (RFID)
 transmitters, 80-81, 354-55
 Railroads, 355
 Rational appeals, 405
 Raw material exporting economies, 546-47
 Raw materials, 79, 222
 Reach, of message, 435-38
 Rebates, 471
 Receiver, 403
 Redlining, 577
 Reference prices, 316
 Regional free trade zones, 545-46
 Regional shopping centers/malls, 380
 Regulation, citizen and public actions
 for, 581-86
 Relationships, 7
 Relative advantage, 152
 Relative market share, 40
 Relevant costs, A-12
 Reminder advertising, 427-28
 Research, marketing plan and, A-1
 Resellers, 65, 299
 Resources, 141
 Response, 403
 Retail convergence, 382-83
 Retail technology, 383
 Retailer cooperatives, 372, 373
 Retailers, 367
 Retailing
 defined, 367
 future of, 381-84
 jobs in, A-35-A-36
 marketing decisions, 374-80
 nonstore, 381-82
 types of retailers, 367-74
 Retail/resale price maintenance, 326
 Retailtainment, 491
 Return of advertising investment, 438-39
 Return on investment (ROI), A-12, A-21
 Return on marketing investment
 (marketing ROI), 56-57
 Return on quality approach, 224
 Return on sales investment, 465
 Revenue management, 313
 Reverse distribution, 352
 RFID, 80-81, 354-55
 Rich media ads, 501
 Robinson-Patman Act, 323, 324, 416
 Roles, 139
- S
 Sale signs, 315
 Sales assistants, 457
 Sales branches, 388
 Sales contest, 473
 Sales force automation systems, 463
 Sales force management, 454-62
 Sales force promotions, 469
 Sales, jobs in, A-35
 Sales management, jobs in, A-35
 Sales offices, 388
 Sales promotion
 as advertising effect, 439
 defined, 414-15, 466
 growth of, 469
 objectives, 469-70
 program development, 473
 as promotion tool, 398
 social responsibility and, 418
 tools, 470-73
 Sales reports, 465
 Salespeople
 compensating, 461-62
 defined, 453
 designing strategy and structure for,
 454-59
 recruiting and selecting, 459-60
 role of, 453
 supervising and motivating, 462-65
 training, 460-61
 Salutory products, 590
 Same-for-less positioning, 209
 Sample
 defined, 108
 as promotion tool, 470
 Sampling plan, 108-09
 Satisfaction, 7
 Scanner fraud, 326-27
 Scientific evidence style, 434
 Search engines, 497
 Search-related ads, 501
 Seasonal discounts, 312
 Secondary beliefs, 86-89
 Secondary data, 102-03
 Segmented marketing, 196-97
 Segmented pricing, 312-14
 Selective attention, 143
 Selective distortion, 143
 Selective distribution, 349
 Selective relationship management, 16
 Selective retention, 143
 Self, view of, 86-87
 Self-concept, 141
 Self-marketing, 201
 Sellers
 direct marketing and, 482-83
 rights of, 581
 Seller's headquarters organization, 562
 Selling agents, 388
 Selling concept, 10
 Selling process, 466
 Sender, 403
 "Sense and respond" philosophy, 10
 Sense-of-mission marketing, 587-90
 Sequential product development, 264
 Service attributes, 223-25
 Service inseparability, 240
 Service intangibility, 239
 Service niches, 533
 Service perishability, 240
 Service products, 51
 Service variability, 240
 Service-firm-sponsored retailer franchise
 system, 342-43
 Service-profit chain, 240-43
 Services
 defined, 218
 differentiation management, 243-44
 individual decisions, 223-28
 international marketing of, 275-76
 levels of, 219-20
 as market offering, 6-7
 marketing strategies for, 240-43
 nature and characteristics of, 239-45

- productivity management, 244-45
 - products, experiences, and, 218-19
 - quality management, 244
 - retailers and, 367-68, 376-77
 - Services differentiation, 206
 - Services mix, 376
 - Seven C's, of Web site design, 500
 - Share of customer, 20-21
 - Shared projects, 357
 - Sherman Act, 323
 - Shoddy products, 573-74
 - Shopping bots, 319
 - Shopping centers, 380
 - Shopping products, 220, 221
 - Shortrun average cost (SRAC) curve, 289
 - Short-run wants, 11
 - Signpost pricing, 315-16
 - Single-line stores, 367
 - Six-pocket syndrome, 68
 - Slice of life style, 432-33
 - Slotting fees, 234
 - Small businesses, marketing research in, 114-17
 - Small office/home office (SOHO) market, 74
 - Smart chips, 80-81, 354-55
 - Social classes, 134
 - Social criticisms, of marketing, 571-81
 - Social factors, affecting consumer behavior, 134-39
 - Social goods, 579
 - Social marketing campaigns, 28
 - Social networking, 135, 443
 - Social responsibility
 - customer relationships and, 26-27
 - marketing communication and, 418-19
 - marketing for, 586-93
 - product decisions and, 274-75
 - target marketing and, 202-03
 - Socially responsible actions, 84-86
 - Socially responsible businesses, 155
 - Societal marketing, 590-91
 - Societal marketing concept, 11-12
 - Society, views of, 87-88
 - SOHO market, 74
 - Sources, informational, 148
 - South American Community of Nations (CSN), 546
 - Spam, 503-04
 - Special events, 442
 - Special-event pricing, 316
 - Specialization, 533
 - Specialty products, 220, 221
 - Specialty stores, 367, 368
 - Specialty wholesalers, 387
 - Speeches, 442
 - Spending patterns, 78
 - Standardized marketing mix, 555-56
 - Status, 139
 - Stimulus object, 144
 - Stockturn rate, A-20
 - Store brand, 233
 - Straight product extension, 558
 - Straight rebuy, 163
 - "Strangers," 22
 - Strategic alliances, 19
 - Strategic business unit (SBU), 39
 - Strategic control, 55
 - Strategic group, 518-19
 - Strategic partners, 459
 - Strategic planning
 - business portfolios, 39-44
 - defined, 36
 - mission statements, 37-38
 - setting objectives and goals, 38-39
 - Strengths, 52, A-6
 - Strivers, 141
 - Style, 224-25, 268
 - Subculture, 131-33
 - Subliminal advertising, 143-44
 - Subsistence economies, 77-78, 546
 - Substantial market segmentation, 194
 - Supercenters, 367, 369
 - Supermarkets, 367, 368
 - Superspecialty store, 367
 - Superstores, 367, 369
 - Supervision, of salespeople, 462-64
 - Supplier development, 162
 - Supplier search, 170
 - Supplier selection, 171-72
 - Suppliers, 65, 256
 - Supplies, 222
 - Supply chain, 19
 - Supply chain management
 - defined, 352
 - marketing logistics and, 352-58
 - partner relationships and, 19
 - Supply chains, value delivery network, 334-35
 - Support services, product, 227-28
 - Survey research, 105
 - Survivors, 141
 - Sustainability vision, 585
 - Sweepstakes, 472
 - SWOT analysis, 52
 - Systematic new-product development, 264, 266-67
 - Systems selling, 163-66
- T
- Target audience, 404
 - Target costing, 293
 - Target marketing
 - customer-driven marketing and, 3, 48
 - evaluating market segments, 195
 - retailers and, 374-75
 - selecting, 195-201
 - socially responsible businesses, 202-03
 - strategies, 195
 - wholesalers and, 366
 - Target profit pricing, 291-92
 - Target-return pricing, A-12
 - Tariffs, 544
 - Team selling, 458-59
 - Team-based new-product development, 264
 - Technical environment, 80-82
 - Technical expertise style, 434
 - Technical sales support, 457
 - Telecommuters, 74
 - Telemarketers, 457-58
 - Telephone interviews, 106
 - Telephone marketing, 487-88
 - Territorial sales force structure, 454
 - Test marketing, 260-62
 - Testimonial evidence/endorsement style, 434
 - Third-party logistics, 357-58
 - Third-party logistics (3PL) provider, 357-58
 - Threats, 52, A-6
 - Three-day cooling-off rule, 419
 - Tiered market, 78
 - Time pricing, 313
 - Time-and-duty analysis, 462-64
 - Timing, of new product launch, 262-63
 - Tone, of an ad, 434
 - Total costs, 288-89, 291-92, A-12
 - Total demand, expanding, 528-29
 - Total market demand, A-16
 - Total promotion budget, 412-13
 - Total quality management (TQM), 224
 - Touch points, 112
 - Trade discounts, 312
 - Trade promotions, 469
 - Trade promotion tools, 472
 - Trade shows, 472
 - Trade-in allowances, 312
 - Trainship, 356
 - Transaction sites, 497
 - Transnational brands, 543
 - Transportation, 355-56
 - Truck jobbers, 387
 - Truck wholesalers, 387
 - "True friends," 22
 - Truth in advertising, 582
 - Truth in lending, 582
 - Tweens, 157
 - Two-part pricing, 311
 - Tying agreements, 352
- U
- Underclass, 78
 - Undifferentiated brands, 428
 - Undifferentiated marketing, 195-96
 - Unexpected situational factors, 149
 - Uniform-delivered pricing, 318
 - Unique selling proposition (USP), 207
 - Unit contribution, A-14
 - Unit pricing, 227, 582
 - Universe, views of, 89
 - Unsafe products, 573-74
 - Unsought products, 220, 221
 - Uruguay Round, 544-45
 - Usage rate, 190
 - User status, 190
 - Users, 166
- V
- Value analysis, 169-70
 - Value chain, 45
 - Value, channel partners and, 336-38
 - Value delivery network, 334-35
 - Value discipline, 524
 - Value marketing, 78
 - Value proposition, 9, 208
 - Value-added pricing, 287
 - Value-based pricing, 285-87, A-13
 - Value-delivery network, 45, 46
 - Value-retail centers, 371
 - Values and Lifestyles (VALS) typology, 140-41
 - Values, beliefs and, 232
 - Variable costs, 288, 291-92, A-12
 - Variable usage rate, 311
 - Variety-seeking buying behavior, 147
 - Vendor-managed inventory (VMI), 172, 356
 - Vertical conflict, 339
 - Vertical marketing systems (VMS), 340-43
 - Video mining, 120-21
 - Views, 86-89
 - Viral marketing, 502
 - Vodcasts, 492
 - Voice mail, 485
 - Voluntary chains, 372-73
- W
- Wants, 6, 577-79
 - Warehouse clubs, 367, 372
 - Warehousing, 354
 - Water carriers, 355
 - Weaknesses, 52, A-6
 - Web communities, 502-03
 - Web sellers, 457-58
 - Web sites, creating, 499-500
 - Web-based sales forces, 464-65
 - Webpreneurs, 197
 - Wheeler-Lea Act, 572

I-20 Subject Index

Wheel-of-retailing concept, 381
Whole-channel view, 562
Wholesale clubs, 367, 372
Wholesaler, 385
Wholesaling
 defined, 385
 marketing decisions, 388-89
 trends in, 389-90
 types of wholesalers, 386-88

Width, of product mix, 229
Word-of-mouth influence, 408
Working class, 78
Workload approach, 456
Workload method, A-23
World product groups, 563
Written materials, 442-43
Written proposal for research plan, 101

Y
Yield management, 313
Z
Zone pricing, 318