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<ul style="list-style-type: none"> ◆ Paul LeMay Burr ◆ Richard M. Burr 	<ul style="list-style-type: none"> ◆ University of Incarnate Word ◆ Trinity University 	<ul style="list-style-type: none"> ◆ Analyzing Company Strategy Via Multiple Resources
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<ul style="list-style-type: none"> ◆ Jacqueline J. Kacen 	<ul style="list-style-type: none"> ◆ University of Michigan-Dearborn 	<ul style="list-style-type: none"> ◆ Cross-Cultural Marketing: Taking the Brand Local?
<ul style="list-style-type: none"> ◆ Gregory B. Turner 	<ul style="list-style-type: none"> ◆ Gregory B. Turner 	<ul style="list-style-type: none"> ◆ Student Ethics Vs. Practitioner Ethics
<ul style="list-style-type: none"> ◆ Martha E. Hardesty 	<ul style="list-style-type: none"> ◆ The College of St. Catherine 	<ul style="list-style-type: none"> ◆ Buying An Education: The 4p's On Day One
<ul style="list-style-type: none"> ◆ P.J. Forrest 	<ul style="list-style-type: none"> ◆ Mississippi College 	<ul style="list-style-type: none"> ◆ Marketing Mix Reports
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◆ Mark Andrew Mitchell	◆ Coastal Carolina University	◆ Cognitive Dissonance And The University Experience
◆ Tom Hicky, Oswego	◆ State University of New York	◆ Learning Through Competitive Case Presentation
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◆ Anita Jackson	◆ Central Connecticut State University	◆ Reference Group – Lecture Alternative And Class Participation Exercise
◆ Al Rosenbloom	◆ Benedictine University	◆ Fit To Be Tied: Understanding The Concept Of Involvement
◆ Elizabeth J. Wilson	◆ Louisiana State University	◆ A Decision-Making Exercise For Business Marketing
◆ Kim McKeage	◆ University of Maine	◆ Students Practice Making Market/Product Grids On Themselves
◆ Matthew D. Shank, Fred Beasley, Northern	◆ Northern Kentucky University ◆ Kentucky University	◆ Understanding The Importance Of Marketing Research (Or Why Do I Have To Take This Class?)
◆ Deborah C. Calhoun	◆ College of Notre Dame of Maryland	◆ Secondary Research Data Hunt And Marketing Strategy Development
◆ Kay Tracy	◆ Gettysburg College	◆ In-Class Exercise In Research
◆ Elwin Myers	◆ Texas A&M University—Corpus Christi	◆ Collecting, Creating, And Market Researching Direct Mail Sales Letters
◆ Gregory S. Martin	◆ University of West Florida	◆ Using Secondary Data For Marketing Decisions
◆ Robert J. Brake	◆ Concordia University	◆ Researching Food Products We Love To Hate
◆ Michael C. Murphy ◆ Jon Shapiro	◆ Langston University at Rogers University ◆ Northeastern State University at Rogers University	◆ Storytelling: Metaphor Generation As A Customer Understanding Research Tool
◆ Alice Griswold	◆ Clarke College	◆ The Oreo Debate
◆ Jon M Shapiro, ◆ Michael C Murphy	◆ Northeastern State University Langston University	◆ Product Positioning For The Product Manager: A Capstone Experience For An Introduction To Marketing Class
◆ Robert D. Winsor	◆ Loyola Marymount University	◆ Implementing Product Positions: A Perceptual Picnic
◆ Deborah Reed Scarfino	◆ William Jewell College	◆ A Project To Fail
◆ Deanna R.D. Mader ◆ Fred H. Mader	◆ Marshall University	◆ Give Them What We Make, Or Give Them What They Want
◆ Karen Stewart	◆ Richard Stockton College of New	◆ New Product Development
◆ Michael Luthy	◆ Bellarmine University	◆ The Search For The Perfect Package
◆ Stephen Baglione	◆ Saint Leo University	◆ Packaging
◆ Deborah Reed Scarfino	◆ William Jewell College	Packaging Egg-Citement

◆ Barbara Ross Wooldridge	◆ The University of Texas at Tyler	◆ Packing: the Powerful P! The Impact Packaging Has On How We "See" Products A Taste Test Experiment
◆ John L. Beisel	◆ Pittsburg State University	◆ Identifying Channels Of Distribution
◆ Debra Decelles ◆ Anthony Rossi ◆ Susan Sunderline ◆ John Gardner	◆ State Univ. of New York College - Brockport	◆ Egg-Spress Distribution: A Simulated Distribution Exercise
◆ Monica Perry ◆ Thomas Stevenson	◆ University of North Carolina at Charlotte	◆ Marketing Channel Functions: A Low-Tech Kinesthetic Simulation
◆ Amy R. Hubbert	◆ University of Nebraska at Omaha	◆ Discovery Of Strategic Retailing Factors
◆ David M. Blanchette	◆ Rhode Island College	◆ Franchise Expo
◆ Chris Pullig	◆ Louisiana State University	◆ Retail Profits: No Room For Error
◆ John T. Drea ◆ Mandeep Singh	◆ Western Illinois University	◆ Analyzing Retailing On The World Wide Web (Www)
◆ Mark B. Houston ◆ Beth A. Walker	◆ Bowling Green State University ◆ Arizona State University	◆ Bringing The Retail Mix To Life
◆ Karen L. Stewart	◆ Richard Stockton College	◆ Retail Store Classifications
◆ S. J. Garner	◆ Eastern Kentucky University	◆ Creating Advertising For Illegal Product/Services
◆ Gary M. Donnelly	◆ Casper College	◆ Marketing Communication Process
◆ Ira S. Kalb	◆ University of Southern California	◆ Effective Strategies Using A Universal Marketing Structure
◆ John Ronchetto	◆ University of San Diego	◆ Sales And Customer Service Experiential Journal And Paper
◆ Linda Warren and Katie Wootten	◆ Truman State University	◆ Monopoly Sales Simulation
◆ Julie M. Pharr	◆ Tennessee Technological University	◆ Conducting A Sales Management Audit
◆ Kathleen M. Bailey	◆ Loyola University of New Orleans	◆ Learning About Sales Presentations Sales person Interview
◆ Vaughn C. Judd	◆ Auburn University Montgomery	◆ Analyzing The Price-Quality Relationship
◆ William H. Brannen	◆ Creighton University	◆ Can Your Marketing Students Solve The Banana Problem? Can You?
◆ Philip R. Kemp	◆ DePaul University	◆ Survival Barter Exercise
◆ Laura Balus	◆ Central Community College	◆ Pricing ... An Art or a Mathematical Formula?