

>DVD Table of Contents: **MR 1e Cooper/Schindler**

Video

American Heart Association ads
Covering Kids with Healthcare
Cummins Engines
Data Development, Inc.
Donatos Pizza No Dough Ad
Endries Fasteners
Envirosell, Inc.
Gathering Market Information
Goodyear's Aquatred
John Deere and Co.
KNSD San Diego
Lexus SC 430
Outboard Marine
Pebble Beach Co.
Starbucks, Bank One, and Visa Launch Starbucks Duetto™ Visa
U.S.T.A: Come Out Swinging
Volkswagen's Beetle

Cases

Written Cases

AgriComp
BBQ Product Crosses Over the Lines of Varied Tastes
Calling Up Attendance
Campbell-Ewald Pumps Awareness into the American Heart Association
Campbell-Ewald: R-E-S-P-E-C-T Spells Loyalty
Can Research Rescues the Red Cross?
Donatos: Finding the New Pizza
HeroBuilders.com
Inquiring Minds Want to Know—NOW!
Mastering Teacher Leadership
McDonald's Tests Catfish Sandwich
NCRCC: Teeing Up a New Strategic Direction
NetConversions Influences Kelley Blue Book
Open Doors: Extending Hospitality to Travelers with Disabilities
Overdue Bills
Ramada Demonstrates Its Personal Best™
Retailers Unhappy with Displays from Manufacturers
Starbucks, Bank One, and Visa launch Starbucks Card Duetto™ Visa
State Farm: Dangerous Intersections
Sturjel Division
T-Shirt Designs
U.S.T.A: Come Out Swinging
Yahoo!: Consumer Direct Marries Purchase Metrics to Banner Ads

Data Sets

AgriComp
Mastering Teacher Leadership
NCRCC: Teeing Up and New Strategic Direction
Overdue Bills
T-Shirt Designs

Sample Student Project

Sample Project: Early Draft Questionnaire
Sample Project: Report

Additional Chapter-Related Materials

Chapter 2 A Summary of Marketing Research to 1960
Chapter 3 Decision Theory Problem
Chapter 5 Marketing Information Sources
Chapter 6 Seagate Proposal
Chapter 9 Closeup: Qualitative Research with Children
Exhibit: Creative Legacy of Qualitative Research
Chapter 14 Closeup: Measuring Attitudes on Sensitive Subjects
Chapter 15 Exhibit: Tips on Intercept Survey Design
Chapter 22 MindWriter and Simalto+Plus
Palm Grove Data for Discussion Question 9
Chapter 23 Citing Electronic Sources