

Crest Complete Toothpaste	Lecture	107
Product classes, forms, items, lines, mixes	Book	250
Classifying product types	Book	249
New product process	Book	256
Service encounter	Book	262
Nondurable good	Book	248
Capacity Management	Book	261
Concept test	Book	260
Barriers	Book	278
Product Life cycle(PLC)	Book	272
PLC characteristics	Lecture	123
Imaginatik's "Idea Central."	Lecture	107
Steve jobs innovations	Book	246
Free samples	Book	279
Continuous innovation	Book	252
Product class and forms *product adopters	Book	278
Business researchers emphasize	Book	258
Church and Dwight Co. Inc	Lecture	108
Surviving the decline	Lecture	125
Idea generation	Book	257
What stage "safety test"	Book	261
Stock keeping unit	Book	250

Credence properties	Lecture	139
Service dimensions	Lecture	137
Tuition, Charges, fees, rates	Book	312
Downsizing	Book	283
Idle Production capacity	Book	303
Branding	Book	283
Make a wish foundation brand name	Book	286
"process" in 7 P's involves?	Book	314
Sequential building process of brand equity	Book	285
Perishability of inventory	Lecture	134
Service Image	Lecture	137
Characteristics of services	Lecture	134
Elements of services	Book	301
Dimensions of service	Book	308
People bases services categories	Book	305
Brand equity	Book	285
Branding strategies	Book	287
Family branding & Brand equity	Lecture	129
Packaging and labeling challenges	Book	292
Actual service experience determined	Book	308/9
Surgeon or lawyer services evaluators	Book	307
Ruby Tuesdays "made to go viral"	Lecture	132

Service property cnsmr eval. during/after	Lecture	139
How consumers purchase/evaluate service	Lecture	139
Costs of losing a customer/ stats about it	Lecture	142
Customer experience management(CEM)	Book	314
Employee interactions & success	Book	309
Service pricing/ off peak pricing	Book	312
CDI Formula	Book	280
Marketing activities directed at waiters	Book	313
Packaging-CNBC "the entrepreneurs" example	Lecture	130
Top global brands	Lecture	126
P&G tide and Pringles	Lecture	129
Chef Ramsey	Lecture	143
Profit equation	Lecture	148
Effect of price	Lecture	145
Types of pricing	Book	352-60
Steps in setting price	Book	352
Washburn's Success	Book	347/8
Target profit pricing	Book	358
Fixed costs, marks manufacturing	Lecture	156
Unit variable cost	Lecture	156
Govt, space satellite, power plant pricing approach	Book	356
Consumer buying decisions from awareness	Book	335