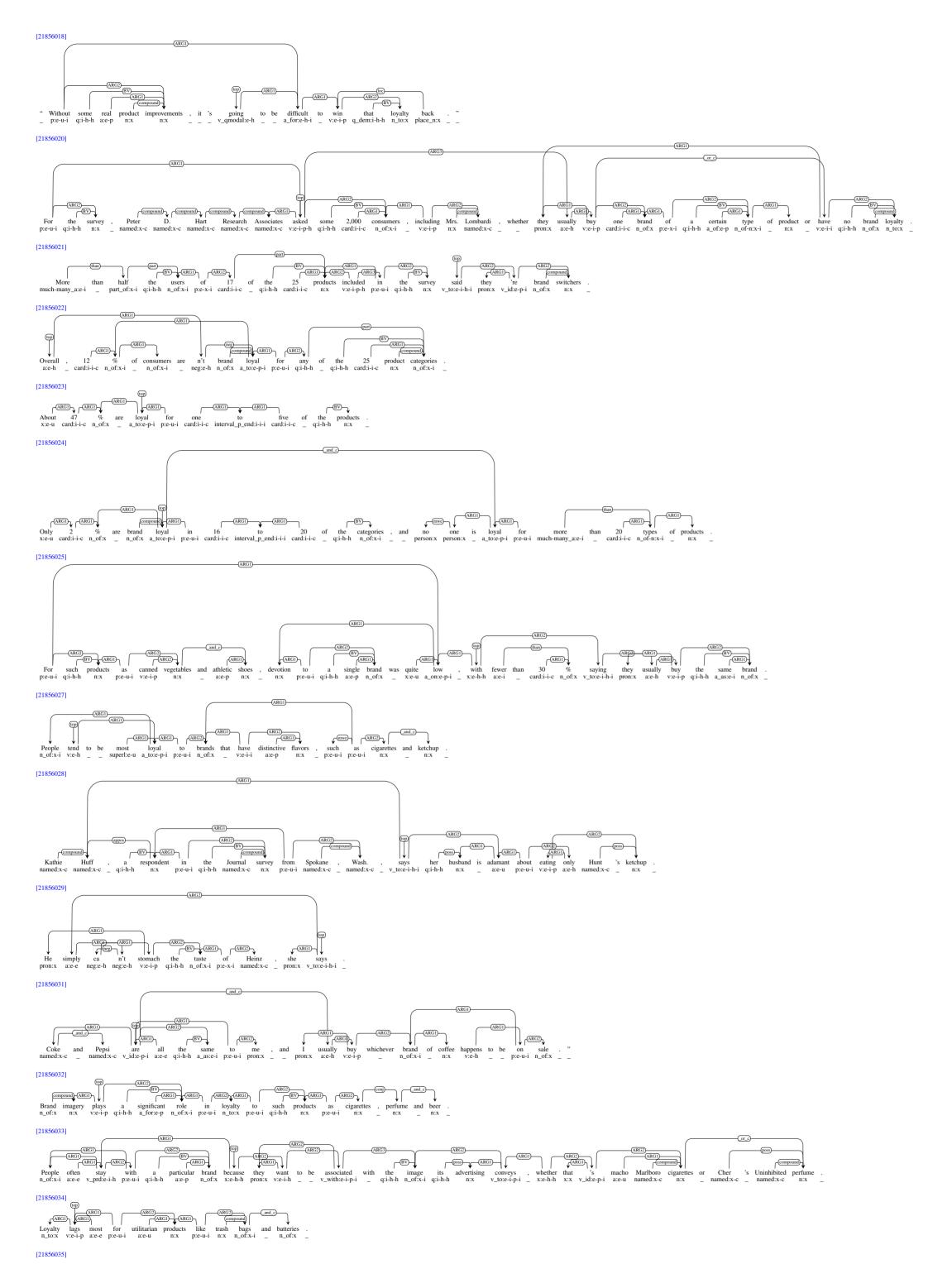
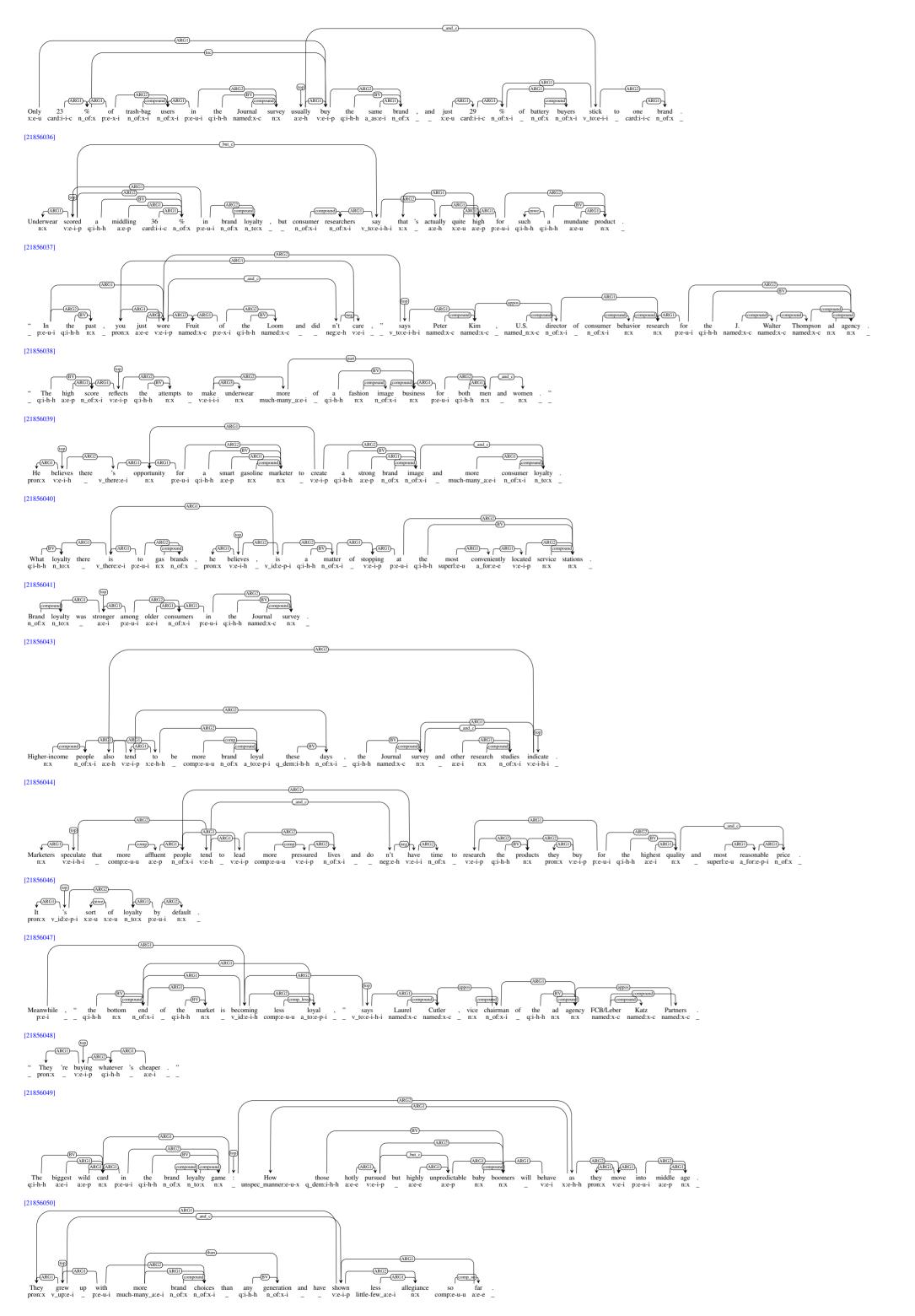
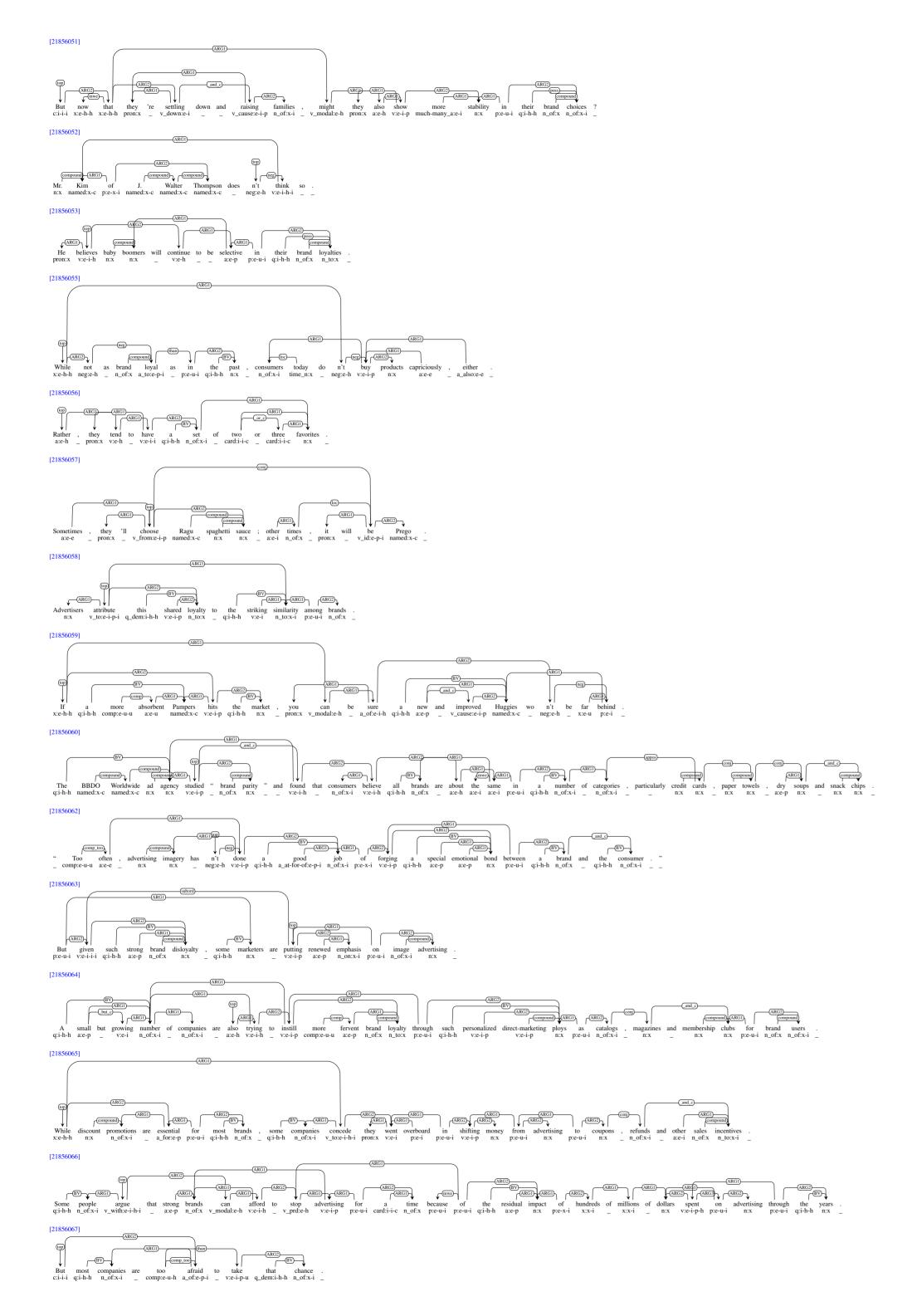
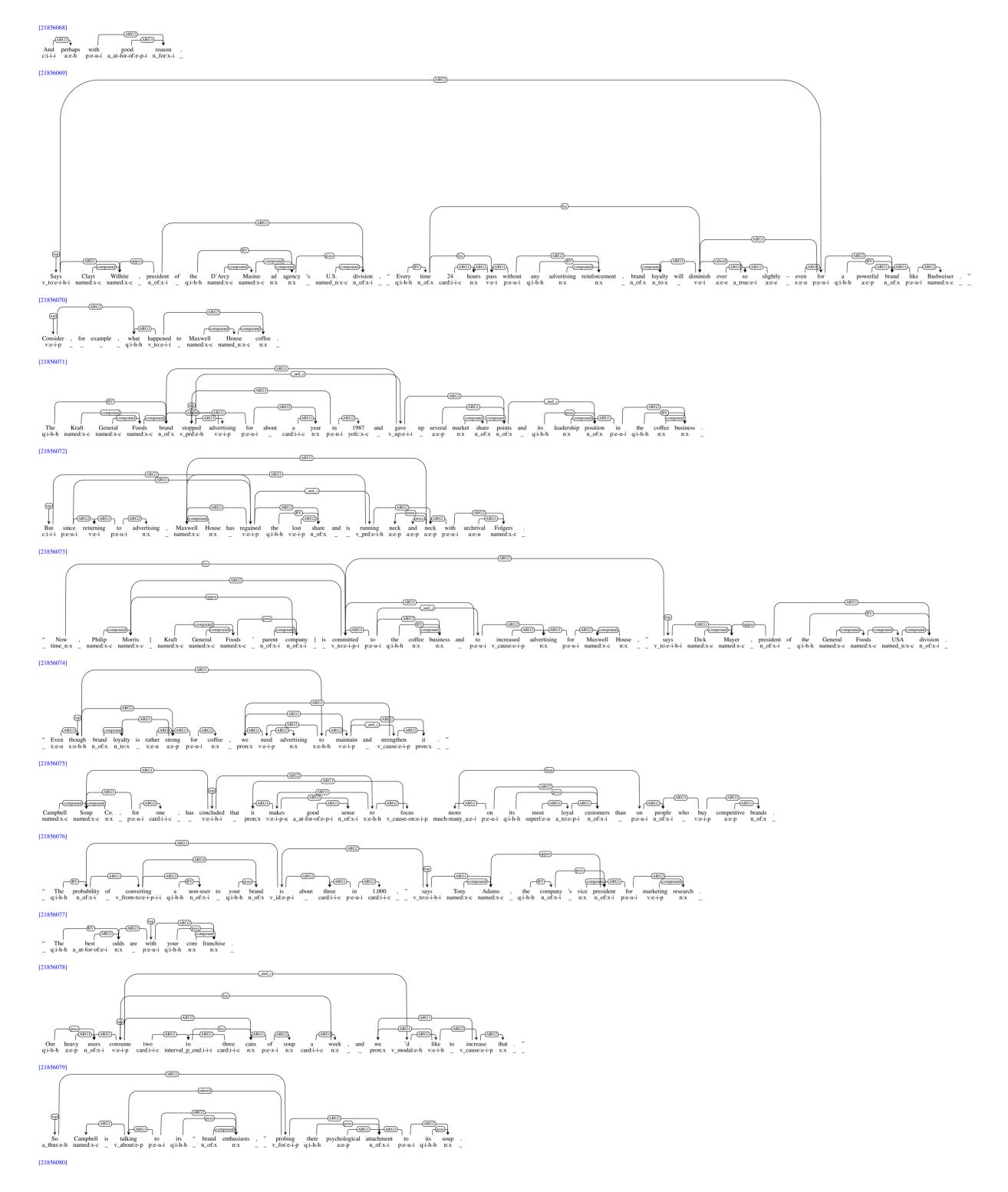
Document 1856 Part of a Series } part_of:i-i _ q:i-h-h n_of:x _ [21856003] But put her behind a shopping cart and she turns ruthless c:i-i-i v:e-i-p-h pron:x p:e-u-i q:i-h-h v_buy:e-i n:x _ pron:x v_prd:e-i-h a:e-p If Colgate toothpaste offers a tempting money-saving coupon , she 'll cross Crest off her shopping list without a second thought x:e-h-h named:x-c n:x v:e-i-p q:i-h-h a:e-p v:e-i-p n:x _ pron:x _ v:e-i-p named:x-c p:e-u-i q:i-h-h v_buy:e-i n_of:x-i p:e-u-i q:i-h-h ord:i-i-c n_of:x-i Never mind that her husband prefers Crest . a:e-h v:e-i-h _ q:i-h-h n:x v_to:e-i-p named:x-c _ Some weeks when her supermarket runs a double-coupon promotion , she boasts that she shaves \$ 22 off her bill q:i-h-h n:x v:e-i-p q:i-h-h n:x v-q:i-h-h n:x v:e-i-p q:i-h-h n:x v-q:i-h-h n:x v-q:i-h-Money is n't the only thing that makes her dump once favorite brands n:x v_id:e-p-i v_id:e-p-i q:i-h-h a:e-p n_of-about:x-i _ v_cause:e-i-h pron:x v:e-i-p a:e-e a:e-p n_of:x ____and_c After she heard about the artery-clogging hazards of tropical oils in many cookies x:e-h-h pron:x v_about:e-i-i _ q:i-h-h v_cause:e-i-p _ n:x _ p:e-u-i _ much-many_a:e-p _ n:x _ pron:x v_cause:e-i-p _ n:x _ pron:x v_cause:e-i-p _ n=of:x _ a_of:e-p-i _ q:i-h-h _ n:x _ of:x _ "But I do n't want any of that oil for my grandkids ." c:i-i-i pron:x _ neg:e-h v:e-i-i q:i-h-h _ q_dem:i-h-h n:x p:e-u-i q:i-h-h n:x _ _ Pepperidge Farm says it ca n't tell exactly how many customers it has lost , but it hopes to remove the objectionable tropical oil from all its products by year end .) named:x-c named:x-c v_to:e-i-h-i pron:x neg:e-h neg:e-h v:e-i-h _ abstr_deg:i much-many_a:e-p n_of:x-i pron:x _ v:e-i-p _ _ pron:x v:e-i-h _ v:e-i-p _ pron:x v:e-i Clearly , people like Mrs. Lombardi are giving marketers fits a_of:e-e _ n_of:x-i _ p:e-u-i _ n:x _ named:x-c _ v:e-i-i-i _ n:x _ n_of:x-i _ ... (con)—(ARGI)—(AR [21856014] (ARGI) ARG1)— While brand loyalty is far from dead , marketing experts say it has eroded during the 1980s x:e-h-h n_of:x n_to:x _ x:e-u x:e-u x:e-u a:e-p _ v:e-i-p n:x v_to:e-i-h-i pron:x _ v:e-i p:e-u-i q:i-h-h year_range:x-c _ What 's more , a flood of new products has given consumers a dizzying choice of brands , many of which are virtually carbon copies of one other . a:e-h a:e-ARGI [21856017] "Marketers have brought this on themselves with their heavy use "of n:x _ v:e-i-p-h x:x p:e-u-i pron:x p:e-u-i q:i-h-h a:e-p n_of:x-i _ _ ____and_c , contends Joe Plummer , an executive vice president at the D'Arcy Masius Benton & Bowles v:e-i-h named:x-c named:xof promotions n_of:x-i









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