

# 1984 AMA Winter Educators Conference - scientific method in marketing

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Description: -

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Quetzalcoatl (Aztec deity)

Maya philosophy

Maya calendar

Shamanism

Hallucinogenic drugs and religious experience

Consciousness

New Age movement

Labor laws and legislation, International.

Slave labor.

Peonage.

Labor laws and legislation -- Portugal -- Colonies.

Domestic relations courts -- Australia -- Western Australia.

New York (State) -- Fiction.

Large type books.

Artisans -- Fiction.

Handicraft -- Fiction.

Gourd craft -- Fiction.

Gravimeters (Geophysical instruments)

Gravity -- Measurement.

Canada -- History -- Societies, etc.

Canadian Historical Association.

AIDS (Disease) -- Developing countries -- Prevention

Oyster fisheries -- Maryland.

Shellfish culture -- Maryland.

Soviet Union -- Politics and government -- 1936-1953.

Vinnytsia (Ukraine) -- History.

Political atrocities -- Soviet Union.

Vinnytsia Massacre, Vinnytsia, Ukraine, 1937-1938.

Marketing research -- Congresses

Marketing -- Congresses 1984 AMA Winter Educators Conference - scientific method in marketing

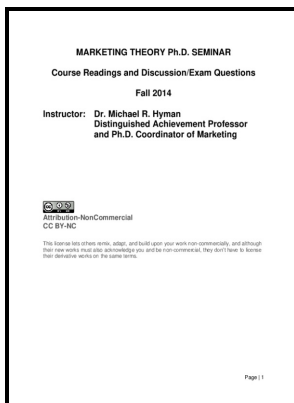
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Proceedings series (American Marketing Association)

Proceedings series / American Marketing Association 1984 AMA Winter Educators Conference - scientific method in marketing

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### Conference : scientific method in marketing

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In Part II, Cahill presents detailed case examples from his own files of how various services were offered to crowded markets--and all failed. Yes, according to Dennis Cahill.

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