

Glossary

Here you will find the description of some words and phrases that pertain to the concepts in this course, and also words and phrases used in the videos and readings. If you want to add another word or expression that we missed, please suggest it in the forums.

5C's analysis. 5C's analysis is a technique used to conduct situation analysis. Conducting a situation analysis is one of the important steps in identifying the research problem. A situation analysis involves examining the external environmental factors and internal organizational capabilities that impact how a company operates.

A

action plan. The action plan is a document that lists what steps must be taken in order to achieve a specific goal. The purpose of an action plan is to clarify what resources are required to reach the goal, formulate a timeline for when specific tasks need to be completed, and determine what resources are required.

alignment (in line with). Alignment is the process and the result of linking an organization's structure and resources with its strategy and business environment.

B

branding. Branding involves creating a differentiated name and image – often using a logo and/or tag line – in order to establish a presence in the consumer's mind and attract and keep customers. It reinforces recognition of the brand among the customer base.

brand dilution. Brand dilution is the negative impact on a brand's equity through various actions by the firm. This weakening of a brand could occur through overuse, launching a brand that doesn't align with its positioning, or failure of an existing product on the market.

brand elasticity. Brand elasticity refers to the number of products and services that can reasonably be covered by one brand. Brands that are positioned on quality and luxury are more likely to be elastic than brands positioned on functional benefits such as cleanliness or durability.

brand equity. Brand equity is the commercial value that derives from consumer perception of the brand name of a particular product or service, rather than from the product or service itself.

brand extension. Brand extensions occur when a company launches a new product using the same brand name in a completely different product category.

C

cannibalization. In marketing strategy, cannibalization refers to a reduction in sales volume, sales revenue, or market share of one product as a result of the introduction of a new product by the same producer.

core competency. A core competency is a defining capability or advantage that distinguishes an enterprise from its competitors.

L

line extension. Line extensions occur when a company launches a new product using the same brand name in a similar product category.

M

marketing mix. The marketing mix is the vehicle through which a company could deliver value to the consumer. It comprises four elements, known as the 4 P's – price, product, place, promotion. This "mix" of elements must complement each other in order to provide the desired benefits.

marketing plan. A marketing plan is a comprehensive document that outlines a company's strategic plans for creating value for a target customer segment. The plan also details the tactics to be used to create and deliver the stated customer value within a set time frame.

Maslow's Hierarchy of Needs. This five-stage model can be divided into basic (or deficiency) needs (e.g., physiological, safety, love, and esteem) and growth needs (self-actualization). The deficiency, or basic needs are said to motivate people when they are unmet. The need to fulfill such needs will become stronger the longer the duration they are denied. For example, the longer a person goes without food the hungrier they will become. One must satisfy lower level basic needs before progressing on to meet higher level growth needs. Once these needs have been reasonably satisfied, one may be able to reach the highest level called self-actualization.

mass marketing. Manufacturing and distributing the same product to all customers using the same marketing mix.

micro marketing. Tailoring products and marketing programs to suit the tastes of specific individuals and locations.

N

niche marketing. A niche market is the subset of the market on which a specific product is focused.

P

Pareto principle. The Pareto principle, also known as the 80/20 rule, is a theory maintaining that 80 percent of the output from a given situation or system is determined by 20 percent of the input.

P.E.S.T analysis. P.E.S.T analysis examines the external macro-environment that affects all firms. P.E.S.T. is an acronym for the political, economic, social, and technological factors of the external context in which a firm must operate. This occurs during the situation analysis that is the primary phase of developing a marketing strategy.

positioning. Positioning is a marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. A brand's positioning details the value that it provides the consumer and determines how the elements of the marketing mix will be implemented.

product life cycle. A new product progresses through a sequence of stages from introduction to growth, maturity, and decline. This sequence is known as the product life cycle and is associated with changes in the marketing situation, thus impacting the marketing strategy and the marketing mix.

product line. A product line is a group of related products under a single brand sold by the same company. Companies sell multiple product lines under their various brands.

product line filling. A business strategy that involves increasing the number of products in an existing product line to take advantage of marketplace gaps and reduce competition. Many businesses use line filling to round out an already well-established product line and to help increase the market success of new related products.

product line stretching. Line stretching is an expanding strategy by a company where the new products are launched in the same product line but beyond the current product range with some additional or different features. Line stretching can be done down market, up market, or both ways.

product mix. Product mix, also known as product assortment, refers to the total number of product lines that a company offers to its customers.

proprietary information. Proprietary information, also known as a trade secret, is information a company wishes to keep confidential. Proprietary information can include secret formulas, processes, and methods used in production.

R

root cause analysis. Root cause analysis (RCA) is a systematic process for identifying underlying causes of problems or events and an approach for responding to them. RCA is based on the basic idea that effective management requires more than merely “putting out fires” for problems that develop, but finding a way to prevent them.

S

scope creep. Scope creep (also called requirement creep, function creep, and feature creep) in project management refers to uncontrolled changes or continuous growth in a project's scope. This can occur when the scope of a project is not properly defined, documented, or controlled. It is generally considered harmful.

segment marketing. Isolating broad segments that make up a market and adapting the company's products to match the needs of one or more segments.

segmentation (market segmentation). Segmentation occurs when a company identifies groups of consumers in the market place who share needs in common. The process entails dividing the marketplace into parts, or segments, which are definable, accessible, actionable, and profitable and have growth potential. This is necessary since a company would find it impossible to target the entire market because of time, cost, and effort restrictions.

STP. The second phase of the value decision process is known as STP – segmentation, targeting, and positioning. This involves identifying the possible groups of consumers you could serve (known as segmentation). Then determining which of these groups you can best serve as a company (the targeting decision), and how you would like these consumers to think about your product or service relative to other competitors (your positioning).

T

targeting. This is the process of selecting the segment to serve. Additionally, the firm's goals and strengths must fit with the needs of the segment.

V

value proposition. The set of benefits a company promises to deliver to consumers in order to satisfy their needs.

Brand Descriptions

Here you will find the description of some brands that pertain to the concepts in this course. If you want to add another word or expression that we missed, please suggest it in the forums.

A

Ann Taylor. Ann Taylor Inc. is an American group of specialty apparel retail chain stores for women. [See more information in Wikipedia.](#)

Apple (iPhone). Apple Inc. is an American multinational technology company, headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. Its hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, and the Apple TV digital media player. [See more information in Wikipedia.](#)

B

BIC. Société BIC S.A., commonly referred to simply as BIC, is a corporation based in Clichy, France best known for making ballpoint pens. [See more information in Wikipedia.](#)

BMW. Bayerische Motoren Werke AG (German for Bavarian Motor Works), usually known under its abbreviation BMW, is a German luxury vehicles, motorcycle, and engine manufacturing company founded in 1916, headquartered in Munich, Bavaria, Germany. [See more information in Wikipedia.](#)

Bose Corporation. Bose Corporation is an American privately held corporation, based in Framingham, Massachusetts, that specializes in audio equipment. Founded in 1964 by Dr. Amar G. Bose, the company sells its products throughout the world. Forbes estimates that in the 2015 financial year, Bose received revenue of US\$3.5 billion and employed approximately 11,700 people. [See more information in Wikipedia.](#)

C

Chef Boyardee. Chef Boyardee is a brand of canned pasta products sold internationally by ConAgra Foods. [See more information in Wikipedia.](#)

Chia Pets. Chia Pets are American styled terracotta figurines used to sprout chia, where the chia sprouts grow within a couple of weeks to resemble the animal's fur or hair. Moistened seeds of chia (*Salvia hispanica*) are applied to the grooved terracotta figurine body. [See more information in Wikipedia.](#)

Citibank. Citibank is the consumer division of financial services multinational Citigroup. Citibank was founded in 1812 as the City Bank of New York, later First National City Bank of New York. [See more information in Wikipedia.](#)

Clorox. The Clorox Company, based in Oakland, California, is an American worldwide manufacturer and marketer of consumer and professional products. The company is well-known for making household cleaning products. [See more information in Wikipedia.](#)

Coca-Cola. Coca-Cola (often referred to simply as Coke) is a carbonated soft drink produced by The Coca-Cola Company of Atlanta, Georgia. Originally intended as a patent medicine, it was invented in the late 19th century by John Pemberton. [See more information in Wikipedia.](#)

D

Disneyland. Disneyland Park, originally Disneyland, is the first of two theme parks built at the Disneyland Resort in Anaheim, California, opened on July 17, 1955. It is the only theme park designed and built under the direct supervision of Walt Disney. It was originally the only attraction on the property; its name was changed to Disneyland Park to distinguish it from the expanding complex in the 1990s. [See more information in Wikipedia.](#)

Doctors Without Borders. Médecins Sans Frontières (MSF), or Doctors Without Borders, is an international humanitarian-aid non-governmental organization (NGO) and Nobel Peace Prize laureate, best known for its projects in war-torn regions and developing countries facing endemic diseases. [See more information in Wikipedia.](#)

E

Enterprise. Enterprise Rent-A-Car is an American car rental company headquartered in Clayton, Missouri, United States in Greater St. Louis. In addition to car rental, Enterprise also oversees commercial fleet management, used car sales, and commercial truck rental operations. [See more information in Wikipedia.](#)

G

Gap. The Gap, Inc., commonly known as Gap Inc. or Gap (stylized as GAP), is an American worldwide clothing and accessories retailer. [See more information in Wikipedia.](#)

Google. Google is an American multinational technology company specializing in Internet-related services and products that include online advertising technologies, search, cloud computing, and software. [See more information in Wikipedia.](#)

H

Heineken. Heineken International is a Dutch brewing company, founded in 1864 by Gerard Adriaan Heineken in Amsterdam. As of 2015, Heineken owned over 165 breweries in more than 70 countries and employed approximately 76,000 people. [See More information in Wikipedia.](#)

I

Interbrand. Interbrand, a division of Omnicom, is a brand consultancy specializing in areas such as brand strategy, brand analytics, brand valuation, corporate design, digital brand management, packaging design, and naming. Interbrand has 29 offices in 22 countries. [See more information in Wikipedia.](#)

J

Jaguar. Jaguar is the luxury vehicle brand of Jaguar Land Rover, a British multinational car manufacturer with its headquarters in Whitley, Coventry, England, owned by the Indian company Tata Motors since 2008. [See more information in Wikipedia.](#)

L

Lamborghini. Automobili Lamborghini S.p.A. is an Italian brand and manufacturer of luxury sports cars and SUVs based in Sant'Agata Bolognese, Italy. The company is owned by the Volkswagen Group through its subsidiary Audi. In 2015, Lamborghini's 1,175 employees produced 3,248 vehicles. [See more information in Wikipedia.](#)

Lee. Lee is an American brand of denim jeans, first produced in 1889 in Salina, Kansas. [See more information in Wikipedia.](#)

Levis. Levi Strauss & Co. is a privately owned American clothing company known worldwide for its Levi's brand of denim jeans. [See more information in Wikipedia.](#)

M

Manswers. Manswers (styled MANswers) was a late night comedy series that premiered on Spike on September 19, 2007. [See more information in Wikipedia.](#)

Marriott Hotels and Resorts. Marriott Hotels & Resorts is Marriott International's flagship brand of full-service hotels and resorts. The company, based in Washington D.C., is repeatedly included on the Forbes Best Companies to Work For list, and was voted the fourth best company to work for in the UK by The Times in 2009. [See more information in Wikipedia.](#)

Mountain Dew. Mountain Dew (currently stylized as Mtn Dew in the United States) is a carbonated soft drink brand produced and owned by PepsiCo. [See more information in Wikipedia.](#)

Mountain Man. Mountain Man is a fictitious brand name used in a Harvard Business School case. The case is based on a brand of beer in the West Virginia / Western Pennsylvania area of the USA.

N

Nike. Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. [See more information in Wikipedia.](#)

Nintendo. Nintendo Co., Ltd. is a Japanese multinational consumer electronics and software company headquartered in Kyoto, Japan. [See More information in Wikipedia.](#)

NutraSweet. The NutraSweet Company is an American nutrient company that produces and markets NutraSweet, their trademarked brand name for the artificial sweeteners aspartame and neotame. [See more information in Wikipedia.](#)

P

Panasonic. Panasonic Corporation, formerly known as Matsushita Electric Industrial Co., Ltd., is a Japanese multinational electronics corporation headquartered in Kadoma, Osaka, Japan. [See more information in Wikipedia.](#)

PepsiCo. PepsiCo, Inc. is an American multinational food, snack, and beverage corporation, headquartered in Purchase, New York, United States, with interests in the manufacturing, marketing, and distribution of grain-based snack foods, beverages, and other products. [See more information in Wikipedia.](#)

Proctor & Gamble. Procter & Gamble Co., also known as P&G, is an American multinational consumer goods company headquartered in downtown Cincinnati, Ohio, United States, founded by William Procter and James Gamble, both from the United Kingdom. Its products include cleaning agents and personal care products. Prior to the sale of Pringles to the Kellogg Company, its product line also included foods and beverages. [See more information in Wikipedia.](#)

R

Ralph Lauren. Ralph Lauren Corporation is a global leader in the design, marketing, and distribution of premium lifestyle products in four categories: apparel, home, accessories, and fragrances. [See more information in Wikipedia.](#)

Rio Olympics. The 2016 Summer Olympics, officially known as the Games of the XXXI Olympiad and commonly known as Rio 2016, was a major international multi-sport event held in Rio de Janeiro, Brazil, from 5 August to 21 August 2016. [See more information in Wikipedia.](#)

S

Samsonite. Samsonite International S.A. is an American luggage manufacturer and retailer, with products ranging from large suitcases to small toiletries bags and briefcases. [See more information in Wikipedia.](#)

Segway. The Segway PT is a two-wheeled, self-balancing, battery-powered electric vehicle invented by Dean Kamen. It is manufactured by Segway Inc. of New Hampshire. [See more information in Wikipedia.](#)

Snapple. Snapple is a brand of tea and juice drinks that is owned by the Dr. Pepper Snapple Group and is based in Plano, Texas. [See more information in Wikipedia.](#)

Spike TV. Spike (formerly and popularly known as Spike TV) is an American basic cable and satellite television channel that is owned by Viacom Music and Entertainment Group, a unit of the Viacom Media Networks division of Viacom. [See more information in Wikipedia.](#)

Starbucks. Starbucks Corporation is an American coffee company and coffeehouse chain. [See more information in Wikipedia.](#)

T

Tiffany. Tiffany & Company (known colloquially as Tiffany or Tiffany's) is an American luxury jewelry and specialty retailer, headquartered in New York City. [See more information in Wikipedia.](#)

TiVo. TiVo is a digital video recorder (DVR) developed and marketed by TiVo Corporation and introduced in 1999. [See more information in Wikipedia.](#)

Toyota. Toyota Motor Corporation is a Japanese automotive manufacturer headquartered in Toyota, Aichi, Japan. In March 2014 the multinational corporation consisted of 338,875 employees worldwide and, as of February 2016, was the 13th-largest company in the world by revenue. [See more information in Wikipedia.](#)

Tylenol. Tylenol is an American brand of drugs advertised for reducing pain, reducing fever, and relieving the symptoms of allergies, cold, cough headache, and influenza. [See more information in Wikipedia.](#)

U

UFC. The Ultimate Fighting Championship (UFC) is an American mixed martial arts (MMA) promotion company, a subsidiary of the parent company William Morris Endeavor, based in Las Vegas, Nevada. [See more information in Wikipedia.](#)

Under Armour. Under Armour, Inc. is an American sports clothing and accessories company. The company is a supplier of sportswear and casual apparel. Under Armour began offering footwear in 2006. [See more information in Wikipedia.](#)

V

Vicks. Vicks is an American brand of over-the-counter medications owned by the American company Procter & Gamble. [See more information in Wikipedia.](#)

Volvo. The Volvo Group (stylized as VOLVO) is a Swedish multinational manufacturing company headquartered in Gothenburg. [See more information in Wikipedia.](#)

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C

channel length. Channel length refers to the number of intermediaries in a particular distribution channel between the producer and consumer. A channel could be direct, possess no intermediaries with goods being sold directly to consumer, or indirect, with several intermediaries between producer and final consumer.

channel levels. Channel level refers to the intermediary in the marketing distribution channel between the producer/manufacture and the end consumer. Every channel level plays a role in making the good available to the end consumer.

channel of distribution. A distribution channel is a chain of agencies or individuals through which the seller markets and sells his product or service to the end consumer. These individuals or organizations are referred to as intermediaries. Some of the intermediaries include retailers, wholesalers, value-added resellers, system integrators, and distributors. The plan that is developed by the seller to use these intermediaries is referred to as a channel strategy.

context effect. Reflects the influence of particular values of the object in particular decision sets.

Crossing the Chasm. Crossing the Chasm means helping a product/service/technology move from the "early adopters" to a larger market segment, sometimes called the "early majority."

D

disintermediation. Reduction in the use of intermediaries between producers and consumers; for example, by investing directly in the securities market rather than through a bank.

E

endowment effect. The hypothesis that people ascribe more value to things merely because they own them.

F

field of purchase. The range of products that fulfill the needs of a household.

framing effect. The framing effect is an example of cognitive bias, in which people react to a particular choice in different ways depending on if it is presented positively or negatively.

H

homophily. The similarity among group members.

P

post-decision dissonance (cognitive dissonance). The uncertainty as to whether one made the right decision.

price ceiling. The maximum pricing point for a product. Customers' perceptions of the product's value set the price ceiling.

price cue. A price cue is defined as any marketing tactic used to persuade customers that prices offer good value compared to competitors' prices, past prices, or future prices.

price floor. Minimum pricing point for a product. The product costs set the price floor.

push strategy. A push promotional strategy involves taking the product directly to the customer via different means, ensuring the customer is aware of your brand at the point of purchase. This type of strategy works best when manufacturers have an established relationship with customers. Push strategies include trade shows, showrooms, getting retailers to stock a product, and creating a supply chain to facilitate distribution. "Taking the product to the customer."

pull strategy. A pull strategy involves motivating customers to seek out your brand in an active process; it's best for new products or when a manufacturer has a strong and visible brand. Pull strategies include mass media advertising, referrals, customer relationship management, and sales promotions. "Getting the customer to come to you."

R

reference group. A group with which an individual identifies and whose values the individual accepts as guiding principles.

reference price. Reference pricing refers to how much consumers expect to pay for a good in relation to other factors, such as competitors or the previously advertised price.

S

snob appeal. Snob appeal refers to the qualities or attributes of a product that might appeal to a consumer with "snobby" tastes. It may refer to the actual product itself or the exclusivity the consumer could potentially experience as a result of owning the product that is being advertised.

social mobility. Social mobility is the movement of individuals, families, households, or other categories of people within or between social strata in a society.

status float. Trends that start in the lower classes and spread upward.

status quo bias. Status quo bias is an emotional bias; a preference for the current state of affairs.

sweat equity. Sweat equity is interest or increased value in a property earned from labor toward upkeep or restoration.

T

transaction efficiency. Minimizing the number of transactions for both the consumer and the manufacturer.

trickle-down effect. Trends that begins in the upper class and are copied by lower classes.

Brand Descriptions

Here you will find the description of some brands that pertain to the concepts in this course. If you want to add another word or expression that we missed, please suggest it in the forums.

A

Apple. Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. Its hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, and the Apple TV digital media player. [See more information in Wikipedia.](#)

Audi. Audi AG is a German automobile manufacturer that designs, engineers, produces, markets, and distributes luxury vehicles. [See more information in Wikipedia.](#)

B

Bentley. Bentley Motors Limited is a British company that designs, develops, and manufactures luxury motorcars which are largely hand-built. It is a subsidiary of Volkswagen AG. Now based in Crewe, England, Bentley Motors Limited was founded by W. O. Bentley on 18 January 1919 in Cricklewood, North London. Bentley cars are sold via franchised dealers worldwide, and as of November 2012, China was the largest market. [See more information on Wikipedia.](#)

Blockbuster. Blockbuster LLC, also known as Blockbuster and formerly Blockbuster Video Entertainment, Inc., was an American-based provider of home movie and video game rental services through video rental shops, DVD-by-mail, streaming, video on demand, and cinema theater. [See more information in Wikipedia.](#)

Bugaboo baby stroller. Bugaboo International B.V. is a Dutch design company that makes pushchairs for infants and toddlers. Its products are available in 50 countries. Bugaboo employs over 1,200 people, working at headquarters in Amsterdam, The Netherlands or in one of the offices in the UK, Germany, Sweden, Italy, Spain, United States, France, Australia, and in the assembly plant in China. [See more information in Wikipedia.](#)

C

CinemaNow. CinemaNow is an international over-the-top (OTT) provider of on-demand Internet streaming media available to viewers in the United States, Canada, and the United Kingdom. The company was founded in 1999 and is headquartered in Los Angeles, California. [See more information in Wikipedia.](#)

Coach, Inc. Coach, Inc. is a multinational luxury fashion company based in New York City. The company is known for accessories and gifts for women and men, including handbags, men's bags, women's and men's small leather goods, footwear, fragrance, jewelry, outerwear, ready-to-wear, scarves, sunwear, travel accessories, and watches. [See more information on Wikipedia.](#)

E

Enigma machine. The Enigma machines were a series of electro-mechanical rotor cipher machines developed and used in the early- to mid-twentieth century to protect commercial, diplomatic, and military communication. Enigma was invented by the German engineer, Arthur Scherbius, at the end of World War I. [See more information in Wikipedia.](#)

F

Four Seasons. Four Seasons Hotels Ltd., trading as Four Seasons Hotels and Resorts, is a Canadian international luxury, five-star hospitality company. Travel + Leisure magazine and Zagat Survey rank the hotel chain's 98 properties among the top luxury hotels worldwide. [See more information in Wikipedia.](#)

Ford. The Ford Motor Company (commonly referred to as simply Ford) is an American multinational automaker headquartered in Dearborn, Michigan, a suburb of Detroit. It was founded by Henry Ford and incorporated on June 16, 1903. The company sells automobiles and commercial vehicles under the Ford brand and most luxury cars under the Lincoln brand. [See more information in Wikipedia.](#)

L

Lacoste. Lacoste is a French clothing company founded in 1933 that sells high-end clothing, footwear, perfume, leather goods, watches, eyewear, and most famously polo shirts. [See more information in Wikipedia.](#)

Lamborghini. Automobili Lamborghini S.p.A. is an Italian brand and manufacturer of luxury sports cars and SUVs based in Sant'Agata Bolognese, Italy. The company is owned by the Volkswagen Group through its subsidiary, Audi. [See more information in Wikipedia.](#)

Levi Strauss & Co. Levi Strauss & Co. is a privately owned American clothing company known worldwide for its Levi's brand of denim jeans. It was founded in May 1853 when Levi Strauss came from Buttenheim, Bavaria, to San Francisco, California, to open a west coast branch of his brothers' New York dry goods business. The company's corporate headquarters is located in the Levi's Plaza in San Francisco. [See more information on Wikipedia.](#)

Lifetime channel. Lifetime is an American cable and satellite television channel that is part of Lifetime Entertainment Services, a subsidiary of A+E Networks, which is jointly owned by the Hearst Corporation and The Walt Disney Company. The channel features programming that is geared toward women or features women in lead roles. [See more information in Wikipedia.](#)

Louis Vuitton. Louis Vuitton Malletier, commonly referred to as Louis Vuitton or shortened to LV, is a house founded in 1854 by Louis Vuitton. The label's LV monogram appears on most of its products, ranging from luxury trunks and leather goods to ready-to-wear, shoes, watches, jewelry, accessories, sunglasses, and books. [See more information on Wikipedia.](#)

M

Macy's. Macy's, originally R. H. Macy & Co., is a department store owned by Macy's, Inc. It is one of two divisions owned by the company, with the other being Bloomingdale's. As of January 2014, the Macy's division operates 789 department store locations in the continental United States, Hawaii, Puerto Rico, and Guam, including the prominent Herald Square flagship location in Midtown Manhattan, New York City. [See more information in Wikipedia.](#)

Miller. The Miller Brewing Company is an American beer brewing company headquartered in Milwaukee, Wisconsin, owned by the MillerCoors division of Molson Coors. [See more information in Wikipedia.](#)

N

Netflix. Netflix Inc. (also known as Netflix, marketed and stylized as NETFLIX) is an American multinational entertainment company founded on August 29, 1997, in Scotts Valley, California, by Reed Hastings and Marc Randolph. It specializes in and provides streaming media and video on demand online and DVD by mail. In 2013, Netflix added film and television production, as well as online distribution. The company is currently headquartered in Los Gatos, California. [See more information in Wikipedia.](#)

S

Samsung. Samsung is a South Korean multinational conglomerate company headquartered in Samsung Town, Seoul. It comprises numerous subsidiaries and affiliated businesses, most of them united under the Samsung brand, and is the largest South Korean chaebol (business conglomerate). [See more information in Wikipedia.](#)

Segway PT. The Segway PT is a two-wheeled, self-balancing, battery-powered electric vehicle invented by Dean Kamen. It is produced by Segway Inc. of New Hampshire. The name Segway is derived from the word segue, meaning smooth transition. PT is an abbreviation for personal transporter. [See more information on Wikipedia.](#)

Snapple. Snapple is a brand of tea and juice drinks which is owned by Dr. Pepper Snapple Group and based in Plano, Texas. The company (and brand), which was originally known as Unadulterated Food Products, was founded in 1972. The brand achieved some fame due to various pop-culture references including television shows. [See more information in Wikipedia.](#)

Spike TV. Spike (formerly and popularly known as Spike TV) is an American basic cable and satellite television channel that is owned by Viacom Music and Entertainment Group, a unit of the Viacom Media Networks division of Viacom. Spike is a general entertainment channel featuring a mix of various programs and movies, primarily oriented toward a male audience. [See more information in Wikipedia.](#)

Steinway piano. Steinway & Sons is an American-German piano company, founded in 1853 in Manhattan, New York City, by German immigrant Heinrich Engelhard Steinweg. The company's growth led to the opening of a factory in Queens, New York City, and a factory in Hamburg, Germany. The factory in Queens supplies the Americas and the factory in Hamburg supplies the rest of the world. [See more information in Wikipedia.](#)

V

Vacheron Constantine. Vacheron Constantin is a luxury Swiss manufacturer of prestige watches and a brand of the Richemont group. [See more information in Wikipedia.](#)

Volkswagen. Volkswagen is a German automaker founded on 4 January, 1937, by the German Labor Front, headquartered in Wolfsburg, Germany. It is the flagship marque of the Volkswagen Group and is the largest automaker worldwide currently. [See more information in Wikipedia.](#)

W

Welch's Grape Juice. Welch Foods Inc. (Welch's) is an American company, headquartered in Concord, Massachusetts. It has been owned by the National Grape Cooperative Association, a co-op of grape growers, since 1956. Welch's is particularly known for its grape juices, jams and jellies made from dark Concord grapes and its white Niagara grape juice. [See more information on Wikipedia.](#)

