

Г 6246

339.138 (41)

Copyright © 1988 by John Wiley & Sons Canada Limited

No part of this publication may be reproduced by any means, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher.

Care has been taken to trace ownership of copyright material contained in this text. The publishers will gladly receive any information that will enable them to rectify any reference or credit line in subsequent editions.

Canadian Cataloguing in Publication Data

Papadopoulos, N. G. (Nicolas G.), 1946-
Cases in Canadian Marketing

Supplement to: Zikmund, William G. Marketing.
1st Canadian ed.
ISBN 0-471-79674-3

1. Marketing - Case studies. 2. Marketing - Canada - Case studies. I. Zikmund, William G. Marketing. 1st Canadian ed. II. Title.

HF5415.Z542 1988 658.8 C88-093271-6

1
50

БИБЛИОТЕКА - УНСС
Инв. №



БИБЛИОТЕКА
УНСС
СОФИЯ

Printed and bound in Canada.

10 9 8 7 6 5 4 3 2

CONTENTS

Preface -- An Introductory Note to the Cases

Case 1	The Nine Nations of North America	1
Case 2	Resort Municipality of Whistler	7
Case 3	Lumonics Inc.	13
Case 4	The Moose that Roared	17
Case 5	IBM: International Business Machines	21
Case 6	Universal Telephone and Telegraph	25
Case 7	Rent-A-Bag	35
Case 8	Rodolfo's Kids West Inc.	53
Case 9	Eastern Ontario Berry Growers Association	59
Case 10	Analyzing the Beer Market	67
Case 11	The Workabout	71
Case 12	Tucker Plastics Incorporated	77
Case 13	AutoPlus Ltd.	85
Case 14	Dude's Duds	93
Case 15	The Great Atlantic and Pacific Tea Company of Canada	97
Case 16	Arbrograst's Department Store	107
Case 17	Chocolate Gourmet Treats Ltd.	113
Case 18	Mississauga Boardsailing	121
Case 19	The Insider's Card	129
Case 20	The Spirit of the Times	135
Case 21	Nabob Foods Limited	143
Case 22	Douglas and Co.	149
Case 23	The Canadian Human Rights Commission	155
Case 24	Rideau Houseboat Holidays	169
Case 25	Imperial Lawns Inc.	175
Case 26	North American Soccer League	181
Case 27	Apple Orchards Ltd.	191
Case 28	Trivia Goes to Europe	195
Case 29	Engineering Dynamics Ltd.	199
Case 30	The Organ Transplant Centre	203