

This is "Acknowledgments", article 2 from the book Advertising Campaigns: Start to Finish (index.html) (v. 1.0).

This book is licensed under a <u>Creative Commons by-nc-sa 3.0 (http://creativecommons.org/licenses/by-nc-sa/3.0/)</u> license. See the license for more details, but that basically means you can share this book as long as you credit the author (but see below), don't make money from it, and do make it available to everyone else under the same terms.

This content was accessible as of December 29, 2012, and it was downloaded then by <u>Andy Schmitz</u> (<a href="http://lardbucket.org">http://lardbucket.org</a>) in an effort to preserve the availability of this book.

Normally, the author and publisher would be credited here. However, the publisher has asked for the customary Creative Commons attribution to the original publisher, authors, title, and book URI to be removed. Additionally, per the publisher's request, their name has been removed in some passages. More information is available on this project's attribution page (http://2012books.lardbucket.org/attribution.html?utm\_source=header).

For more information on the source of this book, or why it is available for free, please see <u>the project's home page</u> (<a href="http://2012books.lardbucket.org/">http://2012books.lardbucket.org/</a>). You can browse or download additional books there.

## Acknowledgments

The authors would like to thank the following colleagues who have reviewed the text and provided comprehensive feedback and suggestions for improving the material:

Neil Alperstein	Loyola College
William Arden	Augsburg College
Dan Bagley	University of South Florida
Carl Bergemann	Arapahoe Community College
Samuel Bradley	Texas Tech University
Rusty Brooks	Houston Baptist University
Janice Bukovac-Phelps	Michigan State University
Yolanda Cal	Florida International University–BBC campus
Patrali Chatterjee	Montclair State University
Sudhir Chawla	Angelo State University
David Fleming	University of South Florida
Traci Freling	University of Texas–Arlington
S. J. Garner	Eastern Kentucky University
John Gaskins	Longwood University
Donna Gray	Butler University
Jacqueline Kacen	University of Houston
Dee Knight	University of North Texas
Barbara Lafferty	University of South Florida
Dana Lanham	University of North Carolina at Charlotte
Aron Levin	Northern Kentucky University
Michael McBride	Texas State University–San Marcos
Donn Miller-Kermani	Brevard Community College
Jay Mower	University of Houston
Darrel Muehling	Washington State University

Tom Mueller	University of Florida
Alex Ortiz	Texas Tech University
Judy Oskam	Texas State University
Becky Parker	McLennan Community College
Nadia Pomirleanu	University of Central Florida
Don Purdy	University at Albany
Jodi Radosh	Alvernia College
Richard Reso	Tulane University
Kim Richmond	Saint Joseph's University
Sonny Smith	College of DuPage
Barry Solomon	Florida State University
Melissa St. James	California State University–Dominguez Hills
Jorge Villegas	University of Florida
Rod Warnick	University of Massachusetts-Amherst
Irene Wheeler	Central Virginia Community College
Janice Williams	University of Central Oklahoma
Janice Xu	Cabrini College
Sukki Yoon	Bryant University

In addition, a select group of instructors assisted the development of this material by actually using it in their classrooms. Their input, along with their students' feedback, has provided us critical confirmation that the material is effective and impactful in the classroom:

Audrey Ashton-Savage	University of New Hampshire
Carl Bergemann	Arapahoe Community College
Rusty Brooks	Houston Baptist University
Margaret Bruce	Manchester Business School
Yolanda Cal	Florida International University–BBC campus
Curtis Matthews	Texas Tech University
Wendy Maxian	Texas Tech University
Robert Meeds	Texas Tech University

Donn Miller-Kermani	Florida Institute of Technology
Tom Mueller	University of Florida
Becky Parker	McLennan Community College
Anthony Racka	Siena Heights University
Jodi Radosh	Alvernia University
Richard Reso	Tulane University
Melissa St. James	California State University–Dominguez Hills
Jorge Villegas	University of Florida
Marc Weinberger	University of Massachusetts
Janice Xu	Cabrini University
Judith Zolkiewski	Manchester Business School

The authors also appreciate the efforts of a fine group of instructors who have assisted the project by developing supplementary materials:

Rusty Brooks, Houston Baptist University, developed the Instructor's Manual, Test Item File, Student Quizzes, and PowerPoint Lecture Slides.

Kim Richmond, Saint Joseph's University, developed the Video Learning Segments and contributed visual and video segments to the text.