Volume 40, No. 1, January/February 2000

CONTENTS

Observations: Republican Brands, Democrat Brands
Betsy D. Gelb and Alina B. Sorescu, Vol. 40, No. 1, January/February 2000

Point of View: Ad Strategy and the Stone Age Brain

Research Currents: Project Galore: Qualitative Research and Leveraging Scotland's Brand Equity
Kate Hamilton, Vol. 40, No. 1, January/February 2000