

## Volume 41, No. 1, January/February 2001

### CONTENTS

---

#### **Assessing Market Value of Event Sponsoring: Corporate Olympic Sponsorships**

Angela G. Morgan and Anthony D. Miyazaki, Vol. 41, No. 1, January/February 2001

#### **The Value of Winning in Motorsports: Sponsorship-linked Marketing**

Robert Van Ness, Stephen W. Pruitt and T. Bettina Cornwell, Vol. 41, No. 1, January/February 2001

#### **Advertising and Promotion Leverage on Arts Sponsorship Effectiveness**

Beverly Thompson and Pascale G. Quester, Vol. 41, No. 1, January/February 2001

#### **Attitudinal Effects of Combined Sponsorship and Sponsor's Prominence on Basketball in Europe**

Pascale G. Quester and Thierry Lardinoit, Vol. 41, No. 1, January/February 2001

#### **Measuring the Effects of Sponsorships**

Bill Harvey, Vol. 41, No. 1, January/February 2001

#### **Perceptions of Advertising in the Market for Used Vehicles**

Michael D. Pratt, George E. Hoffer and David J. Urban, Vol. 41, No. 1, January/February 2001

#### **Cinema Advertising Re-considered**

Charles Foster, M.T Ewing and Erik Du Plessis, Vol. 41, No. 1, January/February 2001

#### **Why We Can't Afford to Measure Viewers**

Stuart Gray and Erwin Ephron, Vol. 41, No. 1, January/February 2001