CONTENTS

Ethnic Identification on Adolescents' Evaluations of Advertisements
Osei Appiah, Vol. 41, No. 5, September/October 2001

Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes

A Psychographic Analysis of Generation Y College Students
James Pokrywczynski and Joyce M. Wolburg, Vol. 41, No. 5, September/October 2001

Consumer Perspectives on Standardization in International Advertising: A Student Sample
Jenny van Doorn, Katrin Mühlfeld and Klaus Backhaus, Vol. 41, No. 5, September/October 2001

Just Say No to traditional Student Samples
Brenda S. Sonner and William L. James, Vol. 41, No. 5, September/October 2001

OBSERVATIONS: Gaining 'Bonus Customers' by Stretching the Market
Betsy D. Gelb, Vol. 41, No. 5, September/October 2001