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Appendix A: Sample Proposals A-1

Appendix B: Sample Questionnaires A-15

Cases (Names, selected data, and corporate identities have been disguised) C-1

Case 1 Lone Pine Kennel Club C1-1
Prepared by Dr. Stanley G. Williamson, Department of Management and Marketing, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 2 Silver Jewelry Stores C2-1
Prepared by Dr. Robert Stevens, Dr. Lawrence Silver, and Dr. Robert Howard, Southeastern Oklahoma State University

Case 3 Select Hotels of North America C3-1
Prepared by Dr. Michael R. Luthy, Department of Marketing, W. Fielding Rubel School of Business, Bellarmine College. Names, selected data, and corporate identities have been disguised.

Case 4 River Pines School: A C4-1
Prepared by Dr. Bruce C. Walker, Department of Management and Marketing, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 5 River Pines School: B C5-1
Prepared by Dr. Bruce C. Walker, Department of Management and Marketing, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 6 Gary Branch, CPA C6-1
Prepared by Dr. Bruce C. Walker, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 7 Juan Carlos' Mexican Restaurant C7-1
Prepared by Dr. Bruce C. Walker, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 8 Usedcars.com C8-1
Prepared by Dr. Henry Cole (retired), University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 9 Welcome Home Church C9-1
Prepared by Dr. Bruce C. Walker, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 10 The Learning Source C10-1
Prepared by Dr. Henry Cole (retired), University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 11 Madison County Country Club C11-1
Prepared by Dr. Bruce C. Walker, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 12 Plasco, Inc. C12-1
Prepared by Dr. Henry Cole (retired), University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 13 St. John's School C13-1
Prepared by Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon, Samford University. Names, selected data, and corporate identities have been disguised.

Case 14 The Webmasters C14-1
Prepared by Dr. Henry Cole (retired), University of Louisiana Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 15 House of Topiary C15-1
Prepared by Dr. Bruce C. Walker, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 16 Professional Home Inspection C16-1
Prepared by Dr. Bruce C. Walker, University of Louisiana at Monroe, Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 17 Europska Databanka C17-1
Prepared by Dr. Marlene M. Reed, Visiting Professor of Entrepreneurship at Baylor University, and Dr. Edward Felton, Williams and Mary University.

Case 18 Northside Chiropractic Services C18-1
Prepared by Dr. Robert E. Stevens, Southeastern Oklahoma State University, Dr. David L. Loudon (retired), Stamford University, and Dr. Phylis Mansfield, Pennsylvania State University. Names, selected data, and corporate identities have been disguised.

Case 19 Internet Versus Mail Surveys C19-1
Prepared by Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. C. William McConkey (deceased), University of Louisiana at Monroe, deceased. Names, selected data, and corporate identities have been disguised.

Case 20 Louisiana Purchase Gardens and Zoo C20-1
Prepared by Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 21 Mac's Sausage Company C21-1
Prepared by Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. David L. Loudon (retired), Samford University. Names, selected data, and corporate identities have been disguised.

Case 22 The Online Marketplace C22-1
Prepared by Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. Phylis Mansfield, Pennsylvania State University, Erie. Names, selected data, and corporate identities have been disguised.

Case 23 Victorian Rose Gift and Flower Shop C23-1
Prepared by Dr. Robert E. Stevens, Southeastern Oklahoma State University, and Dr. Phylis Mansfield, Pennsylvania State University, Erie. Names, selected data, and corporate identities have been disguised.

Case 24 MCS Publishing Company C24-1
Prepared by Dr. Robert E. Stevens, Southeastern Oklahoma State University, Dr. David L. Loudon (retired), Samford University, and Dr. C. William McConkey (deceased), University of Louisiana at Monroe, deceased. Names, selected data, and corporate identities have been disguised.

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