

## Chapter 13 Marketing in today's World

*Market research has shown the health bars are popular with woman because they have health benefits, indicating a growing business opportunity.*

[“Research shows health bars increasingly popular with women.”](#)

Food & Drink Weekly. September 6, 2004. FindArticles.com. Accessed October 22, 2006.

*Small farms use innovative marketing strategies to help them compete and succeed.*

Thomas W. Gray. [“Local-based, alternative-marketing strategy could help save more small farms.”](#) Rural Cooperatives. May-June 2005.

FindArticles.com. Accessed October 22, 2006.

*A company test-marketed an infomercial to find out if it could help build its business.*

[“Epic Financial Corporation Proclaims Its Infomercial Test Marketing a Success.”](#) Market Wire. June 2006. FindArticles.com. Accessed October 22, 2006.

*Auto dealers use market research to discover that teens have different preferences for vehicles than adults.*

Jim Matera. [“Teens Favor VWs, Hondas to Dodges, Subarus.”](#) Ward's Dealer Business. December 1, 2004. FindArticles.com. Accessed October 22, 2006.