

CLIENTS

The following are representative users of RKMA market research handbooks:

American Association of Advertising Agencies	MasterCard International
American Express	McDonald's
Anheuser-Busch	Mercedes Benz
AOL	MGM Mirage
Association of National Advertisers	National Basketball Association
Bank of America	National Football League
Barnes & Noble	National Marketing Services
BBDO	Nestle
Ben and Jerry's	New York University, Tisch Center
Best Buy	Nike
Black Entertainment Television	Nordstrom
Blockbuster Entertainment	Office Depot
Boston Public Library, Kirstein Business Branch	Omnicom
Cadillac	Outback Steakhouse
Carnival Cruise Line	Pepsi-Cola
Century 21 Real Estate	PetsMart
CNN	Pizza Hut
Coca-Cola	Playboy Enterprises
Cold Stone Creamery	PowerDirect Marketing
Colonial Williamsburg	PricewaterhouseCoopers
Columbia University, Business Library	QVC
Costco	Regal Cinemas
DDB Chicago	Ripley Entertainment
Deloitte & Touche	Rite Aid
Delta Air Lines	Royal Caribbean
DirecTV	Sales Development Services
Disneyland	Sears
Dollywood	Simon Property Group
Ernst & Young	Six Flags
ESPN	Sony
Estee Lauder	Stanford University, J. Hugh Jackson Library
Four Seasons Hotel	Staples
Foxwoods Resort Casino	Starbucks Coffee
Gap	Taco Bell
General Mills	Target
Hallmark Cards	Texas A&M University, Stirling C. Evans Library
Hard Rock	The Marketing Center
Harrah's	The Ritz-Carlton
Harvard University, Baker Library	The Sports Authority
Hertz	The Tony Robbins Companies
Hilton Hotel Corp.	The Venetian
Holiday Inn	Thunderbird School of Global Management
Home Depot	Ticketmaster
J. Walter Thompson	Tiffany & Co.
J.C. Penney Co.	Time Warner
Kohl's Department Stores	Toys "R" Us
Kroger	University of Arkansas Center for Retailing Excellence
L.L. Bean	University of Denver, Pemrose Library
Leo Burnett Co.	University of Pennsylvania, Wharton School of Business
Live Nation	Visa
Macy's	Wal-Mart
Madison Square Garden	Young & Rubicam
Major League Baseball	
Mall of America	