

PREFACE

The Western Marketing Educators' Association is dedicated to further marketing education in the Western United States, Western Canada, and Mexico. The primary formal mechanism for professional interaction and the exchange of scholarly thought and research findings is the annual conference. This Proceedings provides abstracts of papers presented at the sixth annual conference of the Association, held aboard the "Queen Mary" moored in Long Beach Harbor, California, April 22-24, 1982.

The publication of Proceedings this year continues the practice begun last year. By having the Proceedings available at the conference, the contents will have a wider distribution than is usually the case. Also, the abstracts can serve as a planning guide for those attending the conference. Those people desiring copies of complete papers presented should contact the author(s) directly.

The abstracts herein are arranged in the chronological order in which they were presented. Thus, all papers presented in an individual session will be found clustered together.

An author index appears at the end of this Proceedings.

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