## **CLIENTS**

The following are representative users of RKMA market research handbooks:

## **ACADEMIC**

Ball State University, Center for Information and Communication Sciences

College of William & Mary, Mason School of Business and McLeod Business Library

Columbia University, Business Library

Cornell University, Samuel Curtis Johnson Graduate School of Management and Albert R. Mann Library

Duke University, Fuqua School of Business and Ford Library

Elon University, School of Communications and Belk Library

Emerson College, Department of Marketing Communications and Iwaskai Library

Florida International University, Alvah H. Chapman Jr. Graduate School of Business, International Media Center, and FIU Library

 ${\bf Georgetown\ University,\ McDonough\ School\ of\ Business}$ 

Harvard Business School, Baker Library Hawaii Pacific University, Meader Library

Hofstra University, Frank G. Zarb College of Business and Axinn Library

Idaho State University, James E. Rogers Department of Mass Communication and Eli M. Oboler Library

Indiana State University, Scott College of Business and Cunningham Memorial Library

INSEAD (France), Doriat Library

Johnson & Wales University

Manhattan College, School of Business and Mary Alice and Tom O'Malley Library

Massachusetts Institute of Technology

New York University, The Preston Robert Tisch Center

Nichols College, Conant Library

Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications

Ohio University, E.W. Scripps School of Journalism and Vernon R. Alden Library

Rice University, Jesse H. Jones Graduate School of Management and Gilbert & Ruth Whitaker Business Information Center Business Library

Rochester College, Ennis and Nancy Ham Library

Southern New Hampshire University, School of Business and Shapiro Library

Stanford University, Graduate School of Business and J. Hugh Jackson Library

Stephen F. Austin State University, Nelson Rusche College of Business and Ralph W. Steen Library

Suffolk University, Sawyer School of Business SUNY Oneonta, Department of Communication Arts, Department of Economics and Business, and James M. Milne Library

## **CORPORATE & PROFESSIONAL**

**A&E Television Networks** 

ABC Radio Networks; ABC Television Network

Academy of Television Arts & Sciences

Adweek

**AMC Theatres** 

American Association of Advertising Agencies

American Express

AOL

Arbitron

Association of National Advertisers

Bank of America

**BBDO** 

Black Entertainment Television

Blockbuster Entertainment

Buena Vista Home Entertainment

Cablevision Systems

CBS

Clear Channel

CNN/Sports Illustrated

Coca-Cola

Columbia House

Columbia Pictures; Columbia Tristar Home Video

Conde Nast Publications
Crain Communications

DDB Chicago

Deloitte & Touche

Dick Clark Corporate Productions

DirecTV

**Discovery Channel** 

**EMI Music** 

Entertainment Weekly

Ernst & Young

**ESPN** 

FOX

**General Motors** 

Global Fluency

Harpo Production

НВО

IMAX

Infinity Broadcasting

J.D. Power and Associates

J. Walter Thompson

Kraft Foods

Leo Burnett Co.

Madison Square Garden

Magazine Publishers of America

Major League Baseball

Martha Stewart Living Omnimedia

MasterCard International

McDonald's

Syracuse University, S.I. Newhouse School of Public Communications and E.S. Bird Library

Texas A&M University, Mays Business School and Stirling C. Evans Library

Thunderbird School of Global Management

Tulane University, A.B. Freeman School of Business Université du Quebec à Trois-Riviéres (Canada)

University of California Santa Barbara, Department of Communication, Film and Media Studies, and Davidson Library

University of Central Florida, John C. Hitt Library University of Colorado at Colorado Springs,

Kraemer Family Library

University of Dayton, Roesch Library

University of Denver, Pemrose Library

University of Illinois, College of Media

University of Kentucky, College of Communications and Information Studies and W.T. Young Library

University of Memphis, Fogleman College of Business University of Michigan, College of Literature, Science, and the Arts - Marketing & Communications

University of Nevada at Las Vegas, Hank Greenspun School of Journalism and Media Studies,

Lee Business School, and Lied Library
University of North Carolina Chapel Hill, School of
Journalism and Mass Communication and

Park Library

University of North Carolina Greensboro, Bryan School of Business & Economics and Walter Clinton Jackson Library

University of Northern Colorado, Monfort College of Business and James A. Michener Library

University of Pennsylvania, Annenberg School for Communication

University of Pennsylvania, Wharton School of Business University of Rochester, Simon School of Business and Rush Rhees Library

University of San Francisco, Richard A. Gleeson Library University of South Alabama, Mitchell College of Business Library

University of Southern California, Marshall School of Business

University of Technology Sydney (Australia)

University of Washington, Michael G. Foster School of Business and UW Library

University of Wisconsin, Department of Management & Marketing

Vanderbilt University, Owen Graduate School of Management

Webster University, George Herbert Walker School of Business & Technology and Emerson Library

Western University (Canada), Richard Ivey School of Business and C.B. "Bud" Johnston Library

Winona State University, Mass Communication Department

Xavier University, Williams College of Business and University Library

McGraw-Hill Mercedes Benz

Meredith Broadcasting; Meredith Corp. Magazine group

Metro Newspaper Advertising Morris Communications

Mountain Sports Media

MP3.com

National Association of Broadcasters

National Basketball Association

National Cinema Network

National Football League

**NBC** 

News Corp.

Nickelodeon

Nike

Omnicom

Pacers Sports & Entertainment

Panasonic

Paramount Pictures

Playboy Enterprises

PricewaterhouseCoopers

Publicis Worldwide

Radio Advertising Bureau

Regal Cinemas

Ripley Entertainment

Rock & Roll Hall of Fame

San Francisco Chronicle

Sirius XM Satellite Radio

Sony Music; Sony Online Entertainment; Sony Pictures

South Carolina Film Office Sports Advertising Network

Staple Center

Starbucks Coffee

Syndicated Network Television

Telemundo

Television Games Network

The Atlanta Journal-Constitution

The Hearst Corp.

The LA Office

The Marketing Arm

The Miami Herald

The Nielsen Company

The New York Times

The Outdoor Network

The Wall Street Journal

The Weather Channel

Tiffany & Co.

Time Warner; Time; Turner Broadcasting System;

Turner Sports; Warner Bros. Entertainment

U.S. Olympic Committee

Universal Studios Hollywood

Univision Network

USA Today

Viacom

Visa

Walt Disney Co.

Young & Rubicam