

CLIENTS

The following is a partial list of users of Richard K. Miller & Associates market research handbooks:

ABC Sports	East Carolina University
Academy Sports and Outdoors	Elon University, Department of Leisure & Sport Management
American Association of Advertising Agencies	Emory University, Goizueta Business Library
ANC Sports Entertainment	ESPN
Anheuser-Busch	Fellowship of Christian Athletes
Aramark Corp.	Fenway Sports Group
Atlanta Hawks	Florida Marlins
B.A.S.S.	FOX Cable Networks
Baltimore Orioles	Fuel TV
Boston Public Library, Kirstein Business Branch	Gatorade
Boston College, Carroll School of Management; Libraries	GMR Marketing
Boston University, Questrom School of Business	Golden Bear Golf
Brown University, Rockefeller Library	Greater Knoxville Sports Corp.
CAA Sports	Greater New Orleans Sports Foundation
Cal State - Long Beach	Green Bay Packers
Carnegie Library of Pittsburgh	Harvard University, Baker Library
Carnegie Mellon University, Tepper School of Business	Hofstra University
Centerplate	HOK Sports
Central Florida Tourism & Sports	Houston Rockets and Comets
Charlotte Coliseum	IMG
Cincinnati Reds	Indiana University
Classic Sports Network	International Olympic Committee
ClearChannel	James Madison University
Cleveland Cavaliers	Johnson & Wales University
CNN/Sports Illustrated	Jostens
Coca-Cola	Kemper Sports Management
Columbia University, Business Library	Leo Burnett Co.
Cornell University Library	LPGA
Dallas Cowboys	Madison Square Garden
Daytona International Speedway	Major League Baseball
DeBartolo Sports & Entertainment	Major League Soccer
Dew Action Sports Tour	Maloof Sports & Entertainment
Dick's Sporting Goods	Marquette University Law Library
Duke University, Fuqua School of Business	Massachusetts Institute of Technology
	MasterCard International
	Michigan State University
	Millsport
	Minnesota Vikings

MIT Libraries
Momentum Sports
NASCAR
National Basketball Association
National Football League
National Sporting Goods Association
NBC Sports
NCAA
New Jersey Devils
New York Rangers
New York Road Runners
New York Sports Commission
New York University, The Preston
Robert Tisch Center
Nike
Octagon
Oklahoma State University
Omnicom
OnSport
Palm Beach County Sports Commission
Penn State University
Princeton University
PGA Tour
Philadelphia 76ers
Rice University
Polk County Sports Marketing
Professional Bull Riders
Providence Public Library
PSP Sports
Rainbow Sports Network
Red Bull North America
Rochester Institute of Technology
San Antonio Spurs
San Diego CVB
San Diego State University
San Jose Sports Authority
Shepherd University
Southern New Hampshire University,
Shapiro Library
Spokane Regional Sports Commission
Sporting Goods Manufacturers
Association
Sports Advertising Network
Stanford University Graduate School of
Business
Suffolk University, Sawyer Library

Sun Belt Conference
Syracuse University, E.S. Bird Library
Tampa Bay Buccaneers
Texas A&M University
The College of William & Mary
The Marketing Arm
The Sports Authority
Thunderbird School of Global
Management
Ticketmaster
Tufts University, Tisch Library
Tulane University
Turner Sports
U.S. Olympic Committee
University of California, 3 campuses
University of Central Florida
University of Houston
University of Iowa
University of Massachusetts
University of Memphis
University of Nevada at Las Vegas
University of North Carolina Chapel Hill
University of North Carolina
Greensboro, Jackson Library
University of Northern Colorado, James
A. Michener Library
University of Notre Dame
University of Pennsylvania, Wharton
School of Business
University of San Francisco, Richard A.
Gleeson Library
University of South Carolina
University of Southern California
University of Tennessee
University of Texas, 5 campuses
University of Washington
University of Wisconsin Athletics
Upper Deck Co.
Vanderbilt University
VISA
Walt Disney Parks & Resorts
Wasserman Media Group
Webster University, Emerson Library
West Virginia University Library
Wilkes University
Yale University Library