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distribution unit based in Silver Spring Maryland The company product consists of 6 hours of videotape and a book which describe TEE techniques The target market consists of physicians who wish to develop or maintain expertise in TEE Initial company efforts have focused on developing a product and determining the logistics of test marketing and distributing the product to a market niche of cardiac anesthesiologists a subset of consumers who would be expected to be particularly receptive to the product Promotional methods included selective mass mailings lecture promotion and Internet marketing Test marketing of the product resulted in 99 sales of complete videotape sets in 6 months of operations Most purchases were made by groups of physicians rather than by individual physicians a factor which necessitated downward revision of the size of the residual market This suggested that efforts be made to expand the size of the potential market by also targeting both non cardiac anesthesiologists and physicians from subspecialties other than anesthesiology A second focus of test marketing had been to determine an optimal price for the videotapes Results suggested that price was not a major purchasing variable and that it would be reasonable to set the price for subsequent marketing at or above the price previously demanded Finally despite the small number of sales involved the distribution channel for the videotapes did not function seamlessly and requires further attention Projected plans for the future include placing a major emphasis on Internet marketing from established e commerce sites both in the US and overseas and annual release of product upgrades to reflect consumer needs as determined by feedback from a database of existing consumers and further development of an existing public service Internet web site also termed Echocardiography org

Public Trust in Business Jared D. Harris,Brian Moriarty,Andrew C. Wicks,2014-07-03 Public trust in business is one of the most important but least understood issues for business leaders public officials employees NGOs and other key stakeholders This book provides much needed thinking on the topic Drawing on the expertise of an international array of experts from academic disciplines including business sociology political science and philosophy it explores long term strategies for building and maintaining public trust in business The authors look to new ways of moving forward by carefully blending the latest academic research with conclusions for future research and practice They address core drivers of public trust how to manage it effectively the consequences of low public trust and how best to address trust challenges and repair trust when it has been lost This is a must read for business practitioners policy makers and students taking courses in corporate social responsibility or business ethics

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