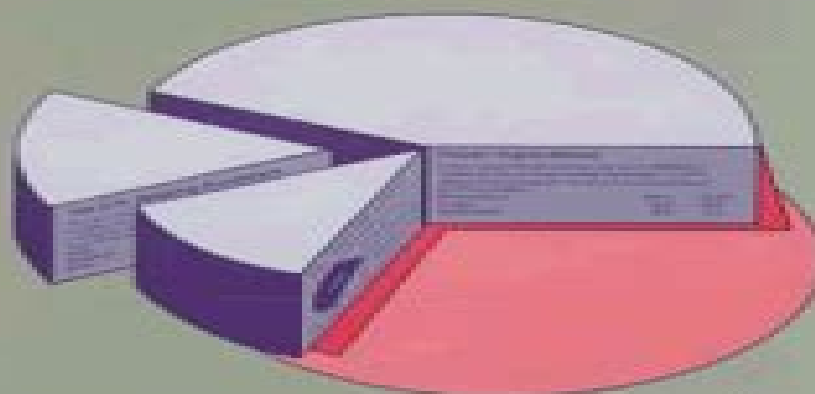


# MARKET SHARE REPORTER

AN ANNUAL COMPILATION  
OF REPORTED MARKET SHARE  
DATA ON COMPANIES,  
PRODUCTS, AND SERVICES

1 9 9 8



ROBERT S. LAZICH

# Market Share Reporter 1998

**Daniel Delis Hill**



## **Market Share Reporter 1998:**

*Market Share Reporter*, 1998 Gale Group, 1997-08 Aims to identify market leaders and worldwide industry trends This reference presents comparative business statistics There are over 2000 entries each featuring a descriptive title data and market description remarks on the history scope and a list of producers products Also on the Internet **World Market Share Reporter**, 1999 This compilation of global market share data from periodical literature is a one of a kind resource for ready reference marketing research economic analysis planning and a host of other disciplines Nearly 1 670 entries cover 360 geographic locations the world over providing world market share data and rankings on companies products and services You ll also find numerous graphics a table of topics an annotated source listing and five indexes that facilitate research **Market Share Reporter**, 2005 Presents market share data on over four thousand companies and 2 500 products facilities and brands Several entries are usually available under each industry Media Ownership and Concentration in America Eli M. Noam, 2009-10-19 The concentration of private power over media has been the subject of intense public debate around the world Critics have long feared waves of mergers creating a handful of large media firms that would hold sway over public opinion and endanger democracy and innovation But others believe with equal fervor that the Internet and deregulation have opened the media landscape significantly How concentrated has the American information sector really become What are the facts about American media ownership In this contentious environment Eli Noam provides a comprehensive and balanced survey of media concentration with a methodical scientific approach He assembles a wealth of data from the last 25 years about mass media such as radio television film music and print publishing as well as the Internet telecommunications and media related information technology After examining 100 separate media and network industries in detail Noam provides a powerful summary and analysis of concentration trends across industries and major media sectors He also looks at local media power vertical concentration and the changing nature of media ownership through financial institutions and private equity The results reveal a reality much more complex than the one painted by advocates on either side of the debate They show a dynamic system that fluctuates around long term concentration trends driven by changing economics and technology Media Ownership and Concentration in America will be essential reading and a trove of information for scholars and students in media telecommunications IT economics and the history of business as well as media industry professionals business researchers and policy makers around the world Critics and defenders of media trends alike will find much that confirms and refutes their world view But the next round of their debate will be shaped by the facts presented in this book **Market Share Reporter 2005** Gale Group, 2004-09 Presenting comparative business statistics in a clear straightforward manner this resource provides an overview of U S companies products and services A convenient arrangement by four digit SIC code helps business decisionmakers and researchers easily access needed data for more than 2 000 entries Each entry features a descriptive title data and market description a

list of producers products along with their market share and more The new 2005 edition combines Market Share Reporter with World Market Share Reporter see p 163 providing global coverage in a new two volume format Labour Relations in the Global Fast-Food Industry Tony Royle,Brian Towers,2004-08-02 The fast food industry is one of the few industries that can be described as truly global not least in terms of employment which is estimated at around ten million people worldwide This edited volume is the first of its kind providing an analysis of labour relations in this significant industry focusing on multinational corporations and large national companies in ten countries the USA Canada the UK the Netherlands Germany Australia New Zealand Singapore and Russia The extent to which multinational enterprises impose or adapt their employment practices in differing national industrial relations systems is analysed Results reveal that the global fast food industry is typified by trade union exclusion high labour turnover unskilled work paternalistic management regimes and work organization that allows little scope for developing workers participation in decision making let alone advocating widely accepted concepts of social justice and workers rights **Market Share Reporter 2004** Robert Lazich,2003-07-28

Presenting comparative business statistics in a clear straightforward manner this resource provides an overview of U S companies products and services A convenient arrangement by four digit SIC code helps business decisionmakers and researchers easily access needed data for more than 2 000 entries Each entry features a descriptive title data and market description a list of producers products along with their market share and more The new 2005 edition combines Market Share Reporter with World Market Share Reporter see p 163 providing global coverage in a new two volume format

Advertising to the American Woman, 1900-1999 Daniel Delis Hill,2002 The author focuses on the marketing perspective of the topic and illustrates how women s roles in society have shifted during the past century Among the key issues explored is a peculiar dichotomy of American advertising that served as a conservative reflection of society and at the same time became an underlying force of progressive social change The study shows how advertisers of housekeeping products perpetuated the Happy Homemaker stereytype while tobacco and cosmetics marketers dismantled women s stereotypes to create an entirely new type of consumer **Science Fiction Culture** Camille Bacon-Smith,2000 An inside look at this wonderfully strange universe

Corporation Nation Charles Derber,2025-06-25 Foreword by Ralph Nader In Corporation Nation Derber addresses the unchecked power of today s corporations to shape the way we work earn buy sell and think the very way we live Huge far reaching mergers are now commonplace downsizing is rampant and our lines of communication news and entertainment media jobs and savings are increasingly controlled by a handful of global and unaccountable conglomerates We are in effect losing our financial and emotional security depending more than ever on the whim of these corporations But it doesn t have to be this way as this book makes clear Just as the original Populist movement of the nineteenth century helped dethrone the robber barons Derber contends that a new positive populism can help the U S workforce regain its self control Drawing on core sociological concepts and demonstrating the power of the sociological

imagination he calls for revisions in our corporate system changes designed to keep corporations healthy while also making them answerable to the people From rewriting corporate charters to altering consumer habits Derber offers new aims for businesses and empowering strategies by which we all can make a difference *Minerals Yearbook* ,2000 *Industry and Firm Studies* Victor J. Tremblay,Carol Horton Tremblay,2015-03-26 The fourth edition of this acclaimed text is a rich resource for undergraduate and graduate courses in industrial organization applied game theory and management strategy It incorporates game theory into industry analysis by studying the behavior of successful and failing firms as well as the structure conduct performance of particular industries Chapters address a wide variety of issues concerning industry structure policy towards business and the strategic innovations and blunders of individual firms New coverage of professional sports soft drinks distilled spirits and cigarettes complements revised and updated chapters on airline services retail and commercial banking health insurance motion pictures and brewing The book includes firm case studies of General Motors Microsoft Schlitz and TiVo **Lab-on-a-Chip** Edwin Oosterbroek,A. van den Berg,2003-10-02 In the past ten years there has been a rapid growth of the research and application area known as Lab on a Chip After an initial focus on electrokinetic separation techniques on chip the scope of the field has widened to include topics like microfluidics DNA analysis cell analysis microreactors and mass spectrometer interfacing As well as the analytical chemistry community synthetic chemists chemical engineers biochemists and biomedical engineers are now also becoming more and more interested in using new micro and nanotechnological techniques This first Lab on a Chip book contains a broad collection of papers on microtechnology microfluidics analytical methods and applications All contributions are written by leading researchers in their respective fields and provide new scientists with an overview of the field to make him her aware of the enormous opportunities offered by modern technology The work presented in this book will definitely stimulate readers to new ideas and concepts and lead to further innovations in this area Provides a quick introduction into the different aspects of this field Describes technology that has already revolutionized the world of chemical and biochemical analysis and synthesis All contributions are written by leading researchers in their respective fields **The Logic of Japanese Politics** Gerald L. Curtis,1999-08-27 Widely recognized both in America and Japan for his insider knowledge and penetrating analyses of Japanese politics Gerald Curtis is the political analyst best positioned to explore the complexities of the Japanese political scene today Curtis has personally known most of the key players in Japanese politics for more than thirty years and he draws on their candid comments to provide invaluable and graphic insights into the world of Japanese politics By relating the behavior of Japanese political leaders to the institutions within which they must operate Curtis makes sense out of what others have regarded as enigmatic or illogical He utilizes his skills as a scholar and his knowledge of the inner workings of the Japanese political system to highlight the commonalities of Japanese and Western political practices while at the same time explaining what sets Japan apart Curtis rejects the notion that cultural distinctiveness and consensus are the defining

elements of Japan's political decision making emphasizing instead the competition among and the profound influence of individuals operating within particular institutional contexts on the development of Japan's politics. The discussions featured here as they survey both the detailed events and the broad structures shaping the mercurial Japanese political scene of the 1990s draw on extensive conversations with virtually all of the decade's political leaders and focus on the interactions among specific politicians as they struggle for political power. The Logic of Japanese Politics covers such important political developments as the Liberal Democratic Party's egress from power in 1993 after reigning for nearly four decades and their crushing defeat in the voters revolt of the 1998 upper house election the formation of the 1993 seven party coalition government led by prime minister Morihiro Hosokawa and its collapse eight months later the historic electoral reform of 1994 which replaced the electoral system operative since the adoption of universal manhood suffrage in 1925 and the decline of machine politics and the rise of the mutohaso the floating nonparty voter. Scrutinizing and interpreting a complex and changing political system this multi layered chronicle reveals the dynamics of democracy at work Japanese style. In the process The Logic of Japanese Politics not only offers a fascinating picture of Japanese politics and politicians but also provides a framework for understanding Japan's attempts to surmount its present problems and helps readers gain insight into Japan's future.

**Japanese Investment in the World Economy** Roger Farrell, 2008-01-01. As the title suggests this is an ambitious book. Broad in scope and rich in detail it examines the rise and fall of Japanese foreign direct investment (FDI) in nearly two dozen industries from electronics and automobile manufacturing to real estate and construction services in almost every region of the world over the past half century or more. The result is an encyclopedic volume 459 pages with index useful for East Asian business scholars or those interested in the overseas activities of Japanese firms. Farrell has written a sweeping survey of Japanese FDI. Walter Hatch, *Journal of Japanese Studies*. Roger Farrell has written a weighty compendium on Japanese direct foreign investment. At over 450 pages it covers the full array of Japan's diverse industries and sectors from fisheries and lumber to steel and automobiles and in the service industries from banking to telecommunications. Apart from the breadth of coverage this work is even more remarkable considering that Japanese multinationals and their overseas investments have been largely under the radar of social scientists of late especially so since the ascent of China in the early years of the present decade. David W. Edgington, *Growth and Change*. Enhanced with indexes, appendixes and editorial opinions on the subject, *Japanese Investment in the World Economy* is a complete and comprehensive scholarly reference ideal for college and community library economics collections. Midwest Book Review, *The Economics Shelf*. This book examines Japanese Foreign Direct Investment (FDI) in the world economy over more than five decades. It provides a unique focus on the internationalisation experience of selected industries such as forestry, textiles, electronics, motor vehicles, steel and services as well as case studies of individual firms. Roger Farrell considers the theoretical explanations for Japanese FDI and particular motivations which have been an ongoing rationale for FDI including energy and resource security, the theme of

retaining market access the relocation of manufacturing to retain international competitiveness withdrawal after the bubble economy the new phase of investment in the 2000s Japanese Investment in the World Economy is distinctive in that it examines overseas investment by firms in the primary manufacturing and services sectors over the period in which the Japanese economy became the second largest in the world The book provides a succinct overview of Japanese FDI of interest to professionals and students of business economics international relations politics and Japanese culture **Information Sources in the Social Sciences** David Fisher,Sandra Price,Terry Hanstock,2018-02-19 No detailed description available for Information Sources in the Social Sciences **Innovation in Pharmaceutical Biotechnology Comparing National Innovation Systems at the Sectoral Level** OECD,2006-03-29 This publication examines the innovation system in pharmaceutical biotechnology in eight OECD countries Belgium Finland France Germany Japan the Netherlands Norway and Spain and makes recommendations advocating an integrated policy approach **Silica** ,2002 Seduction by Contract Oren Bar-Gill,2012-08-23 Consumers routinely enter into long term contracts with providers of goods and services from credit cards mortgages cell phones insurance TV and internet services to household appliances theatre and sports events health clubs magazine subscriptions transportation and more Across these consumer markets certain design features of contracts are recurrent and puzzling Why do sellers design contracts to provide short term benefits and impose long term costs Why are low introductory prices so common Why are the contracts themselves so complex with numerous fees and interest rates tariffs and penalties Seduction by Contract explains how consumer contracts emerge from the interaction between market forces and consumer psychology Consumers are short sighted and optimistic so sellers compete to offer short term benefits while imposing long term costs Consumers are imperfectly rational so sellers hide the true costs of products and services in complex contracts Consumers are seduced by contracts that increase perceived benefits without actually providing more benefits and decrease perceived costs without actually reducing the costs that consumers ultimately bear Competition does not help this behavioural market failure It may even exacerbate it Sellers operating in a competitive market have no choice but to align contract design with the psychology of consumers A high road seller who offers what she knows to be the best contract will lose business to the low road seller who offers what the consumer mistakenly believes to be the best contract Put bluntly competition forces sellers to exploit the biases and misperceptions of their customers Seduction by Contract argues that better legal policy can help consumers and enhance market efficiency Disclosure mandates provide a promising avenue for regulatory intervention Simple aggregate disclosures can help consumers make better choices Comprehensive disclosures can facilitate the work of intermediaries enabling them to better advise consumers Effective disclosure would expose the seductive nature of consumer contracts and as a result reduce sellers incentives to write inefficient contracts Developing its explanation through a general framework and detailed case studies of three major consumer markets credit cards mortgages and cell phones Seduction by Contract is an accessible introduction to the law and

economics of consumer contracts and a powerful critique of current regulatory policy      *Millennium Intelligence* Jerry Miller, Business Intelligence Braintrust, 2000 A corporate consultant shows how to employ business intelligence to maximize profits



## Unveiling the Magic of Words: A Review of "**Market Share Reporter 1998**"

In some sort of defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Market Share Reporter 1998**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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