



Welcome to Newsletter Volume 2, Number 1 to accompany *Marketing in the 21st Century* by Joel R. Evans ([joel.r.evans@hofstra.edu](mailto:joel.r.evans@hofstra.edu)) and Barry Berman ([barry.berman@hofstra.edu](mailto:barry.berman@hofstra.edu)).

We invite you to take a look at our marketing blog (<http://evansonmarketing.com>). There are already well over 1,250 posts, including infographics (well-crafted data charts), videos, and article links across a wide variety of marketing topics. Since its inception, our blog has been visited by viewers from about 150 countries.

Each month, in this newsletter, we will provide links and summaries to 10 of our most recent posts that we hope you find interesting. Please send us any feedback on the blog that you may have at our book E-mail address: [evansonmarketing@gmail.com](mailto:evansonmarketing@gmail.com)

We will acknowledge at our blog anyone who sends us an idea for a post. 😊

Here are 10 blog posts (in alphabetical order) covering many different topics from the last month. **JUST CLICK ON THE LINK OF INTEREST TO READ THE FULL STORY:**

- **Can “Big Soda” Reverse Its Decline?** (<http://wp.me/p2qANL-2nc>): The major soda (carbonated beverage) marketers are having a tough go of it some locales where sales are saturated. An even bigger issue is that many people are turning from soda because of health concerns. Recently, the *New York Times* ran a story entitled: “The Decline of ‘Big Soda’”; it reported that “the drop in soda consumption represents the single largest change in the American diet in the last decade.”
- **CareerHMO Videos on Getting a Job After College** (<http://wp.me/p2qANL-2nQ>): CareerHMO is a career development firm. It offers a number of free resources, as well as paid career coaching. For those just embarking on a career after college, it provides a FREE four-video series called “4 Phases to Getting a Job After College”: Video #1: Rookie Mistake New Grads Make. Video #2: Secret to Standing Out. Video #3: How to Find the Hidden Job Market. Video #4: Are You a Champion or a Quitter?

- **Devising Great Slogans** (<http://wp.me/p2qANL-2ne>): “You might not remember the exact content of the Taco Bell commercial you saw last week, but you probably remember the slogan — ‘Think outside the bun’ — followed by the ding of a bell. What makes a slogan like Taco Bell’s so sticky? How can you make sure yours will be memorable, too? For data-driven tips on what makes a slogan successful, check out the infographic below from SiteProNews. You’ll learn the factors of what makes a great slogan and get examples of some of the most successful slogans of all time.”
- **FREE Resume Templates for Marketing-Related Jobs** (<http://wp.me/p2qANL-2n2>): Are you someone who has trouble writing TARGETED resumes geared to specific jobs? If your answer is yes, or you just want to get some new resume ideas, keep reading. HubSpot is making available TEN free resume templates covering these fields: Social Media Specialist, SEO Specialist, Web Production Project Manager, E-mail Marketing Specialist, Content Producer, Experienced Professional Level, Executive Level, Manager Level, Entry Level, Intern.
- **McKinsey Report: How Innovative Are the Chinese?** (<http://wp.me/p2qANL-2oB>): “New research by the McKinsey Global Institute (MGI) suggests that to realize consensus growth forecasts — 5.5 to 6.5 percent a year — during the coming decade, China must generate two to three percentage points of annual GDP growth through innovation, broadly defined. If it does, innovation could contribute much of the \$3 trillion to \$5 trillion a year to GDP by 2025. China will have evolved from an ‘innovation sponge,’ absorbing and adapting existing technology and knowledge from around the world, into a global innovation leader.”
- **The Effect of Online Ratings on Consumer Behavior** (<http://wp.me/p2qANL-2ol>): Amazon has shown customer reviews and ratings for years. Many other retailers have followed suit. So, a vital question is: What is a good online rating score for a retailer or a specific product? The results of a recent study may surprise you, since a 5.0 out of 5.0 rating is NOT the one eliciting the most customer purchases. “On a scale of one to five, the likelihood of purchase peaks for products with an overall average star rating between 4.2 and 4.5, according to research from Northwestern University. As counter-intuitive as that logic may seem, negative reviews can have a positive impact because they help establish trust and authenticity with the consumer.”
- **The Impact of Digital on Shopping Behavior** (<http://wp.me/p2qANL-2np>): Although the purchase volume of in-store transactions remains dominant (well over 90 percent of consumer purchases are concluded in a physical store), digital pre-store shopping tools are becoming more and more popular. Nielsen reports the following: “Before they hit the stores, shoppers leverage an array of online resources to give themselves a leg up when they get to the shelves. The most common resources are coupon sites and retailer Web sites. What are they looking for? Deals and trip planning tools. Not all categories are equal when it comes to digital influence.”
- **The Self-Driving Car: Coming Tomorrow Or in 2020?** (<http://wp.me/p2qANL-2mi>) Over the last few years, manufacturer interest in self-driving cars has intensified. Some models seem ready to launch relatively soon. Others seem to be much farther in the future (such as an Apple self-driving car). With the growing fascination and media coverage of self-driving cars, we thought we’d highlight a few YouTube videos on this technology. **[Question for YOU: Will self-driving cars be more popular than electric cars in the long run?](#)**

- **Universum’s 2015 Top Employer Rankings: Part 2 — Global Students** (<http://wp.me/p2qANL-2iK>):Universum is the global leader in employer branding. Annually, it conducts student surveys to determine their ideal employers. [In Part 1](#) of our two posts on these surveys, U.S. undergraduate and MBA business student surveys were highlighted. In Part 2, global/foreign students will be highlighted. The 2015 Universum World’s Most Attractive Employers– Business results are based on the responses of thousands of undergraduate and graduate students around the world. First, take a look at the top 25 desirable employers as rated by business students around the world. Now, click the links to access Universum’s listing of the most ideal employers for business students in many countries around the world.
- **What Are Our Favorite Snacks?** (<http://wp.me/p2qANL-2nk>):With all the media and healthcare community emphasis on healthy eating, how are we doing? For instance, have we turned to healthier snacks? According to recent research by Nielsen: “Hungry? The average person reaches for 12 different kinds of snacks in any given month. Why do we snack? That depends on any number of reasons — reasons that differ by gender, generation, and income level.”

Regards!

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