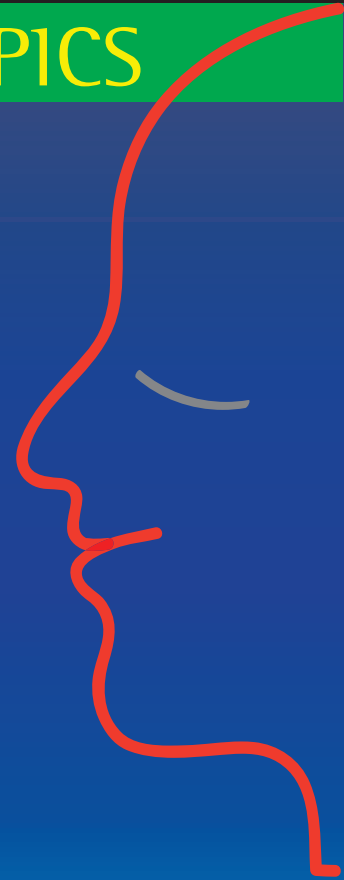


SPECIAL TOPICS



- CONSUMERS JUST WANNA HAVE FUN, FEELINGS, AND FANTASY

Morris Holbrook 653-58

- DEAR XPERIENCING CONSUMER: PLEASE MAKE YOURSELF XTRA COMFORTABLE

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- PSYCHOLOGY MEETS ECONOMICS: Why Consumers Can't Count Their Money Correctly

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- CONSUMERS IN SEARCH OF PROPER PLEASURE—How Brand Stories Help Consumers Enact Dramas in Their Lives

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