

Read the case Johnson Wax (A). Prepare to discuss in class:

- What should Sherman do now (abandon, reformulate, retest, or national introduction)?
- What is the nature of competition in the instant conditioner market, e.g., What are the roles of: product, advertising copy, advertising budget, and price in determining sales volume in the market?

How well does ASSESSOR measure the impact of each of these features for Enhance?