

Draftings In

Volume 9
Number 2 *Draftings In Economic Warfare*

Article 1

1997

Cover - Front Matter - Table of Contents

Follow this and additional works at: <https://scholarworks.uni.edu/draftings>

Let us know how access to this document benefits you

Copyright © 1997 by the Board of Student Publications, University of Northern Iowa

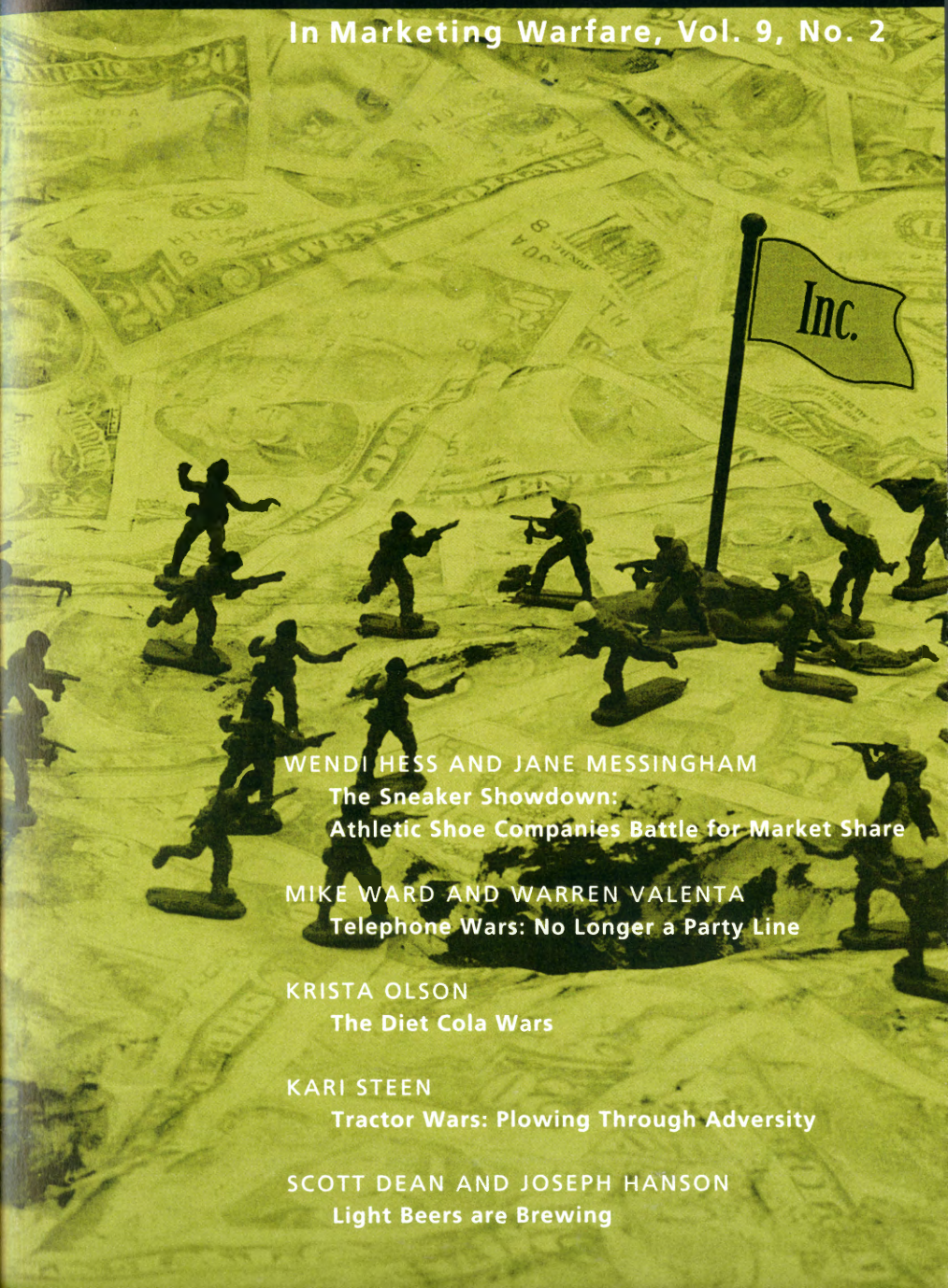
Recommended Citation

(1997) "Cover - Front Matter - Table of Contents," *Draftings In*: Vol. 9 : No. 2 , Article 1.
Available at: <https://scholarworks.uni.edu/draftings/vol9/iss2/1>

This Front Matter is brought to you for free and open access by UNI ScholarWorks. It has been accepted for inclusion in *Draftings In* by an authorized editor of UNI ScholarWorks. For more information, please contact scholarworks@uni.edu.

DRAFTINGS

In Marketing Warfare, Vol. 9, No. 2



WENDI HESS AND JANE MESSINGHAM
The Sneaker Showdown:
Athletic Shoe Companies Battle for Market Share

MIKE WARD AND WARREN VALENTA
Telephone Wars: No Longer a Party Line

KRISTA OLSON
The Diet Cola Wars

KARI STEEN
Tractor Wars: Plowing Through Adversity

SCOTT DEAN AND JOSEPH HANSON
Light Beers are Brewing

DRAFTINGS

Marketing Warfare • VOLUME 9 NO. 2

DRAFTINGS

in Marketing Warfare • VOLUME 9 NO. 2

EDITOR

Barbara Lounsberry, *Professor of English*

DESIGN

Philip Fass

STUDENT DESIGN INTERN, COVER

Jay Raveling

EDITORIAL ASSISTANT

Rick Burns

BUSINESS MANAGER

Jeanene Robertson

BOARD OF STUDENT PUBLICATIONS EXECUTIVE SECRETARY

Vicki Grimes, *Manager of Information and Feature Services*

BOARD MEMBERS

Diane Baum

Gene Lutz

Eric Ware

PRINT SERVICES

Lyle Vandenhull

Draftings is the University of Northern Iowa journal of student research and writing. The intent of the journal is to publish work of scholarly merit on a variety of subjects across the curriculum.

A complete list of past issues is located in the back of the journal. Inquiries as to availability of back issues may be sent to Professor Barbara Lounsberry, Department of English, 206 Baker Hall, University of Northern Iowa, Cedar Falls, Iowa 50614.

Copyright 1997
Board of Student Publications
112 Maucker Union
University of Northern Iowa
Cedar Falls, Iowa 50614
Funded in part with student fees
Volume 9, No. 2.

CONTENTS

- 4 **STEVEN B. CORBIN**
 Prefatory Note
- 6 **WENDI HESS AND JANE MESSINGHAM**
 The Sneaker Showdown:
 Athletic Shoe Companies Battle for Market Share
- 17 **MIKE WARD AND WARREN VALENTA**
 Telephone Wars: No Longer a Party Line
- 25 **KRISTA OLSON**
 The Diet Cola Wars
- 29 **KARI STEEN**
 Tractor Wars: Plowing Through Adversity
- 38 **SCOTT DEAN AND JOSEPH HANSON**
 Light Beers are Brewing