

only known as: 1308 on Wednesday, May 11, 2004, at about 1:30 p.m., the following real

Ripley's Believe It or Not!

Ripley's Believe It or Not!

JONATHAN WILD
(1682-1725)
WAS LONDON'S TOP POLICEMAN WHILE AT THE SAME TIME HE WAS MAKING A FORTUNE LEADING A CITYWIDE NETWORK OF THIEVES!

Submitted By
Bobby Owens
Myrtle Beach, S.C.

10-YEAR-OLD
DEBINDER WAGNE of Nagary, India,
HAS 12 FINGERS AND 13 TOES.

Submitted By
Bobby Owens
Myrtle Beach, S.C.

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any statutory redemption rights of any mortgagee in possession of the property shall be deemed to have been waived by the mortgagor by the recording of the mortgage.

JUSTEE FOR Regions Mortgage Merger with Union ...

By: Goldenhill & Winzler, P.L.C.
555 Plaza West
415 North McKinley
Little Rock, AR 72205
(501) 661-1000

NOTICE OF INTENTION TO SELL ANY LOSE YOUR PROPERTY DO NOT TAKE IMMEDIATE ACTION FOR COLLECTION AGAINST YOU. AN ATTEMPT TO COLLECT AND ANY INFORMATION WILL BE USED FOR USE.

AS, on June 25, 1998, and Julia Penn executed just conveying certain interest in described to Robert ... and Associates, as executor of American Loan ...

said deed of trust was executed on July 2, 1998, at Book 38 in the real estate

OPERATION IRACAL CHILDREN

FOUNDED BY ACTOR GARY SINISE AND AUTHOR LAURA HILLENBRAND, PROVIDED SCHOOL SUPPLIES TO OVER 3,000 CHILDREN SINCE 2004.

Submitted By
Ed Medakows, Forts Fort, Pa.

4-18

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UNIVERSITY STUDENTS FROM Singapore Polytechnic HAVE DEVELOPED A PLANT THAT, WHEN CROSSED WITH JELLYFISH DNA, GLOWS WHEN IT NEEDS WATER.

Ripley's Believe It or Not!

JAY BARR
of Cape Coral, Fla.,
MAKES A 150-MILE FLIGHT TO KISSIMMEE, Fla., 10 TIMES A YEAR JUST TO BUY HAMBURGERS!

Submitted By
Bobby Owens
Myrtle Beach, S.C.

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DEBINDER WAGNE of Nagary, India,
HAS 12 FINGERS AND 13 TOES.

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HELLO

RESEARCHERS FROM MID SWEDEN UNIVERSITY USED ELECTRICALLY CONDUCTIVE INKS AND PRINTABLE SPEAKERS TO CREATE PAPER THAT TALKS!

DURING A MOVE TO THEIR NEW HOME — BOB AND BETTY MATAS AND THEIR TWO CATS TRAVELED 2,500 MILES FROM NEW YORK CITY TO SEDONA, ARIZONA, IN A HIRED NYC TAXI CAB RATHER THAN TRAVEL BY PLANE!

www.comics.com

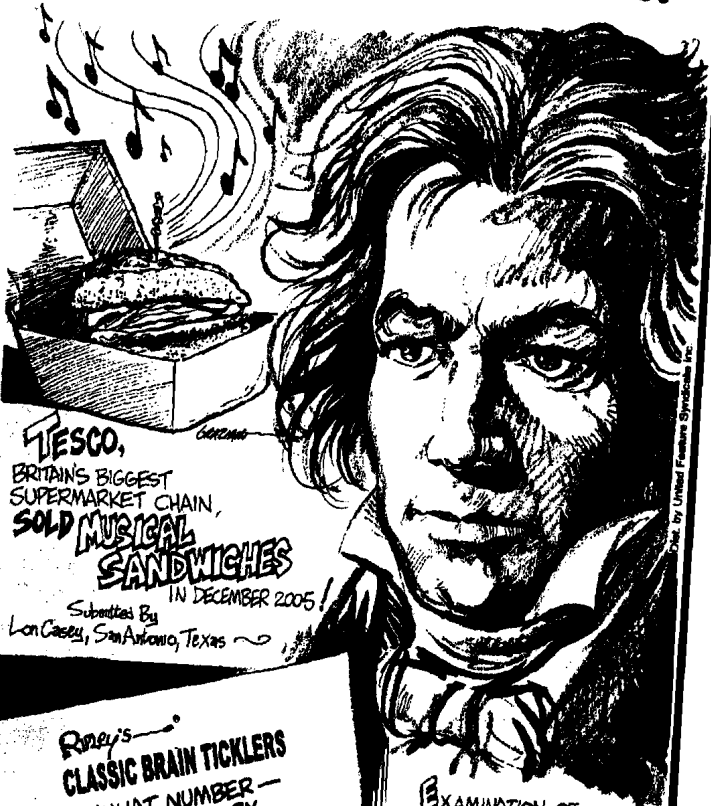
Get a whiff of this — an odor recorder

TOKYO — Scientists at the Tokyo Institute of Technology are developing a gadget that promises to record and replicate the world's odors. The device analyzes smells through 15 sensors, records the odor's recipe in digital format and then reproduces the scent by mixing 96 chemicals and vaporizing the result.

Creator Takamichi Nakamoto says the technology will have applications in the food and fragrance industries, where companies want to replicate odors.

But it could also allow smells to be recorded in one place — by sensors in a mobile phone, for instance — and transmitted digitally to appreciative noses halfway around the world. Online shoppers might perhaps check out perfumes or flowers before

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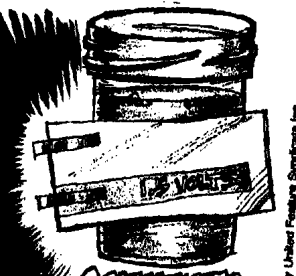


WESCO,
BRITAIN'S BIGGEST
SUPERMARKET CHAIN,
SOLD MUSICAL SANDWICHES
IN DECEMBER 2005!
Submitted By
Lon Casell, San Antonio, Texas

Ripley's
CLASSIC BRAIN TICKLERS
WHAT NUMBER —
WHEN DIVIDED BY
2, 3, 4, 5, 6, 7, 8, 9 OR 10
WILL ALWAYS LEAVE
A REMAINDER OF ONE?
ANSWER TOMORROW

EXAMINATION OF
LUDWIG VAN BEETHOVEN'S
HAIR AND SKULL
REVEALS HE SUFFERED
FROM
LEAD POISONING
FOR YEARS
BEFORE HIS DEATH!

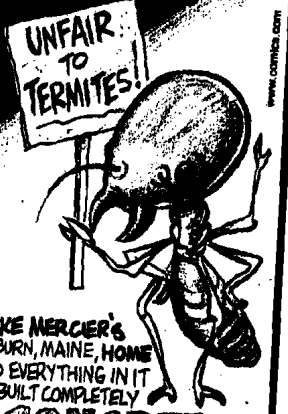
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SCIENTISTS
AT SINGAPORE'S INSTITUTE OF
BIOENGINEERING AND NANOTECHNOLOGY
HAVE DEVELOPED A PAPER BATTERY
THAT CAN BE POWERED BY
URINE OR SALIVA!
Submitted By
Chester Tymoczka, Amsterdam, N.Y.



A PHOTO TAKEN
BY EDWARD STEICHEN
IN 1904 —
SOLD IN FEBRUARY 2006
FOR **\$2,928,000** —
MORE THAN DOUBLING
THE MOST EVER PAID
FOR A PHOTOGRAPH!
Submitted By Ed Madocks, Fort Fort, Pa.



MIKE MERCER'S
AUBURN, MAINE, HOME
AND EVERYTHING IN IT
IS BUILT COMPLETELY
OF
CONCRETE,
INCLUDING
THE WALLS, FLOORS, FURNITURE,
TABLES AND COUNTERTOPS!

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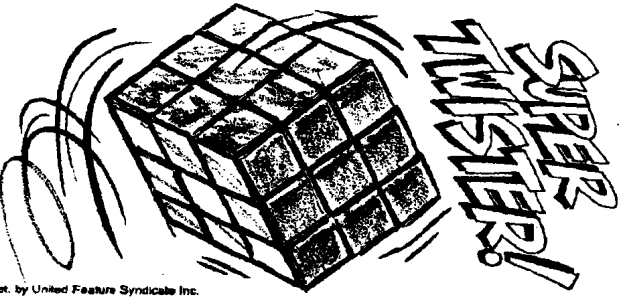
100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120



ACTOR
WILLIAM SPANNER
SOLD HIS KIDNEY STONE FOR **\$25,000!**

Using **JAPANESE DNA**,
RESEARCHERS AT
NATIONAL TAIWAN UNIVERSITY
CREATED PIGS
THAT **CLONING ARE DARK!**

CALIFORNIA INSTITUTE
OF TECHNOLOGY STUDENT
LEVAN LO
SOLVED THE RUBIK'S CUBE PUZZLE
FASTER THAN ANYONE IN HISTORY —
IN **11.13 SECONDS!**
Submitted By Steve Richardson, Chesham, Pa.



Final Project Notes -- Marketing Management, 4385 - Spring 2005 - Edison

1. Pick one of the approximately 55 "Approved" ideas.
2. Work products:
 - a. Paper
 - b. Presentation (5 -6 minutes, is essentially the elevator pitch)
 - c. Elevator Pitch (will be based on your executive summary)
 - d. Exercises (5 during the semester - forms will be provided)
3. The paper is to be 15 pages, 1 inch margins, double spaced, 10-12 point font. Follow the format outlined on the first page of this PDF. We will work on this section-by-section.
4. The following is a table of the approved product ideas...it is your assignment to complete a unique marketing plan for the commercialization of this idea:

1	Fin Flappers	Foot paddlers
2	Roller Cane	Support for older skaters/rollerbladers
3	Crash Wing	Avoid serious motorcycle injury
4	Cup of Golf	Improve your golf swing
5	Rain Curtain	Hands free rain protection
6	Cranial Greeting Card	Wear your message
7	Shoulder Stick	Improve your golf swing
8	Insomniac Helmet	Head massage puts you to sleep
9	Smell This	Check your breath
10	Beerrella	Protect your investment
11	Smelly emails	Communicate in another "dimension"
12	Electro Shoes	Foot power
13	Smog-busting paint	Ecopaint filters noxious atmosphere
14	Glow-in-the-dark headstone	Mark you passing --- in lights!
15	Burkak - alcohol with interesting properties	Triple the proof--after consumption
16	No-Contact Jacket	80,000 volts to unwanted admirers
17	Timestrips	How old is your turkey?
18	Heart attack underwear	And we are not talking thongs!
19	Spokeless Umbrella	No sharp points
20	Electronic paper	Wear your favorite movie
21	Swarming robotic cones	Even more mindless traffic control
22	TV Channel - "watching Paint Dry"	For the truly boring (ask yourself: whose the customer)
23	Vent-a-Line call in service	For those with phone rage
24	Contact lenses for birds (and other non-humans)	The better to see you with
25	Mono boot for skiing	2 feet are warmer than one
26	Computerized never-lost clothing	When he just won't ask for directions
27	FM radio in a drink can	For true multiprocessors
28	Love detector	Does s/he really mean it?
29	Paper Piano	Do not set drinks on this surface!
30	Apology Hot Line	When you really need to say your sorry!
31	Robotic Fireflies	Do-See-Ums
32	Parking lot surveillance system	Find your car
33	Air car	Running on fumes
34	2-legged walking chair robot	
35	Hamster-powered phone charger	Not quite horsepower, but more portable
36	Magic Mirror	What's he/she really going to look like in 20 years?
37	Russian Keyboard	Hi-Resolution in each key
38	Floating Furniture	When your floors are full
39	Pet your favorite chicken	When you can't take it with you
40	Eating Mask -	Better than staples or other surgery
41	Printer for edible output	Eat what you print
42	Cow Chip Shirts	For the BSr in the family
43	Diamonds from loved ones	He really was a "diamond in the rough!"
44	Wall-Climbing machine	Gives new meaning to "climbing the walls"
45	Baseball cap gas mask	Never leave home without protection
46	Beware of what you think	Hat converts thought to motion
47	Paper emergency shelter	20 minutes and you're home

Marketing Management Segmentation Exercise

Name: _____

Short description of product idea:

Price:

Place:

Promotion:

Product adaptation