

JEFFREY HEILBRUNN
President



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October 14, 1992

To whom it may concern:

Having spoken with Mr. Lappin today I conclude that he is covering intellectual territory that to my knowledge, few, if any, researchers have traveled. From his cross disciplinary approach encompassing tangible business case studies and academic investigation, he may well have developed an important new description of the role and value of communication within the economic marketplace. His ideas may alter core fundamentals (and consequently improve how) marketing is taught in schools and applied to business.

Given the scope of his research, further study is warranted before I make any definitive comments. Certainly, however, if his ideas were available today as a book, I would buy it and read it.

A handwritten signature in cursive script, appearing to read 'J. Heilbrunn', written in dark ink.

Jeffrey Heilbrunn
President