

Southern Business Review

Volume 36 | Issue 2

Article 1

June 2011

Southern Business Review Issue Cover

Georgia Southern College of Business
Georgia Southern University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/sbr>



Part of the [Business Commons](#), and the [Education Commons](#)

Recommended Citation

College of Business, Georgia Southern (2011) "Southern Business Review Issue Cover," *Southern Business Review*. Vol. 36 : Iss. 2 , Article 1.

Available at: <https://digitalcommons.georgiasouthern.edu/sbr/vol36/iss2/1>

This article is brought to you for free and open access by the Journals at Digital Commons@Georgia Southern. It has been accepted for inclusion in Southern Business Review by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.



Contents

Consumers' Evaluation of Brand Extensions: An Application of Multiple-Group Causal Models in Assessing Cross Product Category Measurement Equivalence Sreejesh S.	1
A Framework for Innovation in Small Enterprise Charles R. B. Stowe and Robert J. Lahm, Jr.	25
Alumni Altruism: Added Value from Retired Employees Leon E. Pennington	41
Creating an Awareness and Understanding of Business and Cultural Environments Through the Integration of Classic Literature and Film into Traditional Course Work Bob Kimball	51

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.