



**Plate 15.1** *Medical emergency teams have to make vital decisions under great time pressure.*

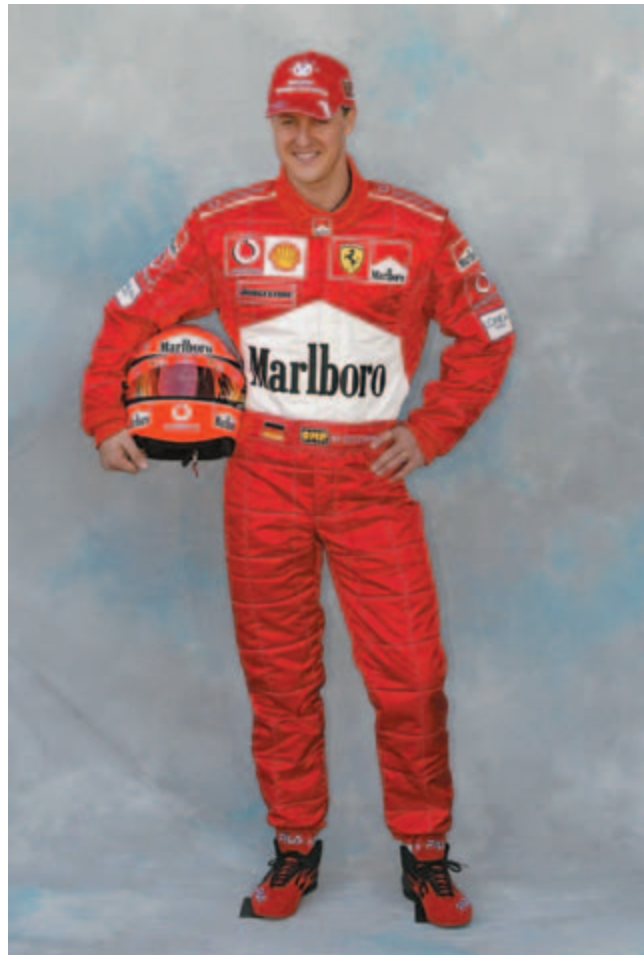
(a)



(b)



**Plates 15.2a and b** *When students consider other students, they assume that more of them binge drink than is actually the case.*



**Plate 15.3** *Could a famous personality such as Michael Schumacher be used to sell a product, such as taking holidays in Switzerland?*



**Plate 15.4** *Providing free trials of a product is one advertising strategy to increase influence on consumer behaviour.*



**Plate 15.5** *This advertisement tries to extend the safety image of the Volvo 200 series to the new S40, although the two models differ considerably in shape.*



**Plate 15.6** *The 'Pepsi Challenge' is an example of comparative advertising.*



**Plate 15.7** *Employees have to fulfil individual tasks as well as work together as a team.*