Times-Picayune: BP faces the task of repairing its public image

June 1, 2010

From The Times-Picayune, May 30, 2010:

> [Tulane marketing professor Mita Sujan] says BP may not be quite as motivated to follow Tylenol's example. "In cases like Tylenol and Toyota, people buy with their feet," she says. "But with BP, it's not a branded choice. People generally buy gasoline based on price, not on company. So I don't think there's a real financial motivation to accept responsibility."

To read the entire article, visit nola.com:

http://www.nola.com/news/gulf-oil-spill/index.ssf/2010/05/bp_faces_the_task_of_repairing.html