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Sales promotion is an important component of a small business's overall marketing strategy, along with advertising, public relations, and personal selling. Arno stopped at a newsstand to buy today's Wall Street Journal. While he was paying for his newspaper, he noticed a Sudoku puzzle book, which he also purchased. In this example, the puzzle book is an example of a(n) _____ product. The observation that consumers are generally more sensitive to price increases than to price decreases suggests that most consumers cannot remember what price they paid the last time they bought a particular product. Table of Contents. If any of the securities being registered on this Form are to be offered on a delayed or continuous basis pursuant to Rule 415 under the Securities Act of 1933, check the following box.