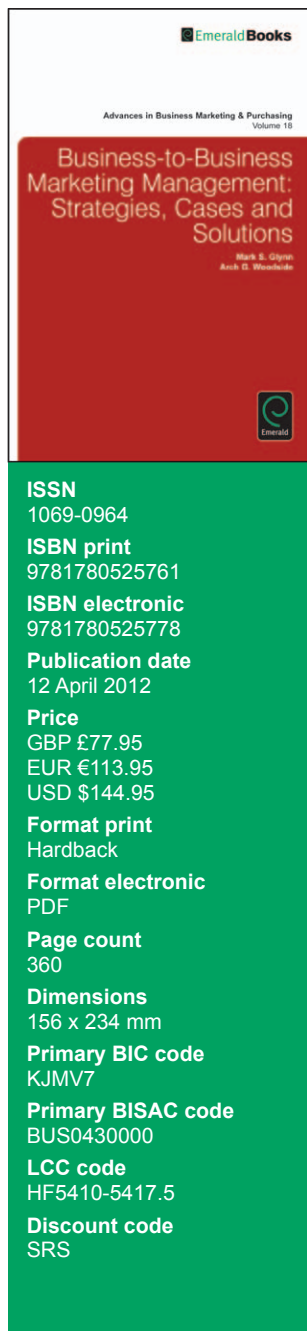




Marketing Books

Spring/Summer

2012



Business-to-Business Marketing Management: Strategies, Cases and Solutions

Advances in Business Marketing & Purchasing Volume 18

Editors

Professor Mark S. Glynn, Auckland University of Technology, New Zealand

Professor Arch G. Woodside, Boston College, USA

Synopsis

This book provides knowledge and skill-building training exercises in managing marketing decisions in business-to-business (B2B) contexts. The topic coverage is broad and deep. The intent is for the book to help answer four questions: (1) what questions should executives ask when crafting and implementing effective strategies in B2B contexts; (2) what tentative answers may be useful for executives to consider to these questions; (3) in what skills in crafting strategies and decisions are necessary for executives to excel for achieving effective outcomes consistently; and how should the B2B go about acquiring these skills?

Previous volumes

Volume 17 ISBN: 9781780520247

Interfirm Business-to-Business Networks: Theory, Methods, and Practice

Volume 16 ISBN: 9780857243058

Organizational Culture, Business-to-business Relationships, and Interfirm Networks

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Measurement and Research Methods in International Marketing

Advances in International Marketing Volume 22

Editors

Marko Sarstedt, Ludwig-Maximilians-Universität München, Germany

Manfred Schwaiger, Ludwig-Maximilians-Universität München, Germany

Charles R. Taylor, Villanova University, USA

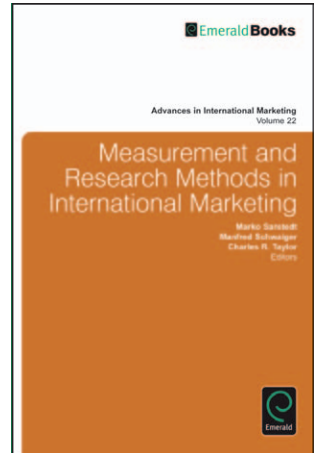
Synopsis

Publishing cross-national research is often a difficult endeavour as ensuring equivalence of method and measures can be challenging. Even though the importance of sound data and valid measures has long been acknowledged, it is often problematic to follow required quality standards in concrete research situations. Against this background, this volume addresses issues pertaining measurement and research methodology in an international marketing context. Written by a group of internationally renowned scholars, the papers address a broad range of subjects including response-bias in cross-cultural research, problems with cultural distance measures, and construct specification. Others focus on the development and application of novel research methods, for example in the context of marketing efficiency measurement or international market segmentation. Collectively, the papers in this volume substantially further marketing knowledge and provide fruitful avenues for future research. As such, this volume is an invaluable asset to researchers, students and practitioners in this particular field.

Previous Volumes

Volume 21 ISBN: 9780857244475
International Marketing: Emerging Markets

Volume 20 ISBN: 9781848554689
New Challenges to International Marketing



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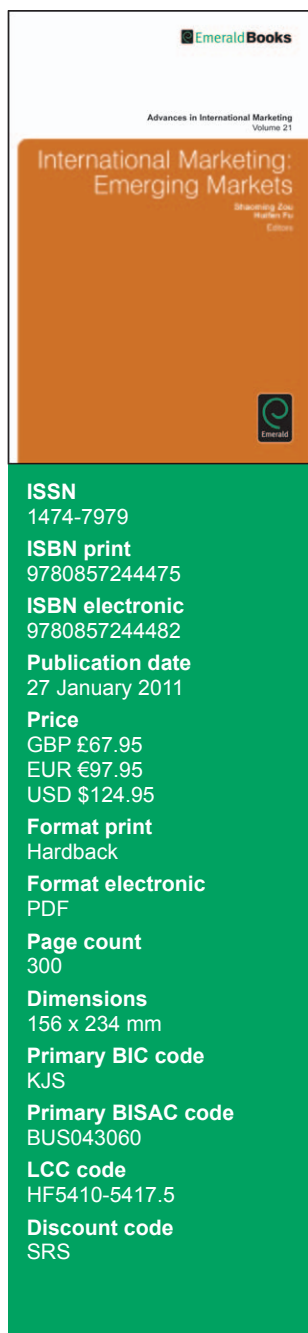
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International Marketing: Emerging Markets

Advances in International Marketing Volume 21

Editors

Professor Shaoming Zou, University of Missouri, USA

Huifen Fu, University of International Business and Economics, China

Synopsis

The global financial crisis has accelerated the shift of economic power from the West to the East. The emerging markets have become the main engine of global economic growth and firms from emerging markets are playing an increasingly important role in global competition. This volume of *Advances in International Marketing* is focused on issues that have been largely ignored by the main stream literature in international marketing to emerging markets and by firms from emerging markets. The papers presented report a variety of studies examining: international marketing behaviour of firms from emerging markets; market environments and consumer behaviour in emerging markets; and MNCs' international marketing in emerging markets. Collectively they offer significant insight into emerging markets and point to new directions for future research.

Previous Volumes

Volume 20 ISBN: 9781848554689

New Challenges to International Marketing

Volume 19 ISBN: 9781848554405

Michigan State University Contributions to International Business and Innovation

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Research in Consumer Behavior

Research in Consumer Behavior Volume 13

Editors

Russell W. Belk, York University, Canada

Kent Grayson, Northwestern University, USA

Albert M. Muñoz Jr, DePaul University, USA

Hope Jensen Schau, University of Arizona, AZ, USA

Synopsis

Research in Consumer Behavior presents cutting-edge consumer research, whether empirical or conceptual, qualitative or quantitative. The majority of papers in this volume have been selected from the best papers at the 2011 Consumer Culture Theory Conference held in Chicago Illinois in July, 2011. The Conference is the premier event for consumer culture research which tends to be qualitative, ethnographic, and cultural in orientation and draws a variety of scholars from around the world. Many of these scholars are housed in academic marketing departments, but they also come from fields of anthropology, sociology, cultural studies, and communications as well as from industry. The papers selected for this volume are those judged to be the best among those selected for the conference from submissions to the conference peer review. This marks the third volume of *Research in Consumer Behavior* that has been able to publish the top Consumer Culture Theory papers.

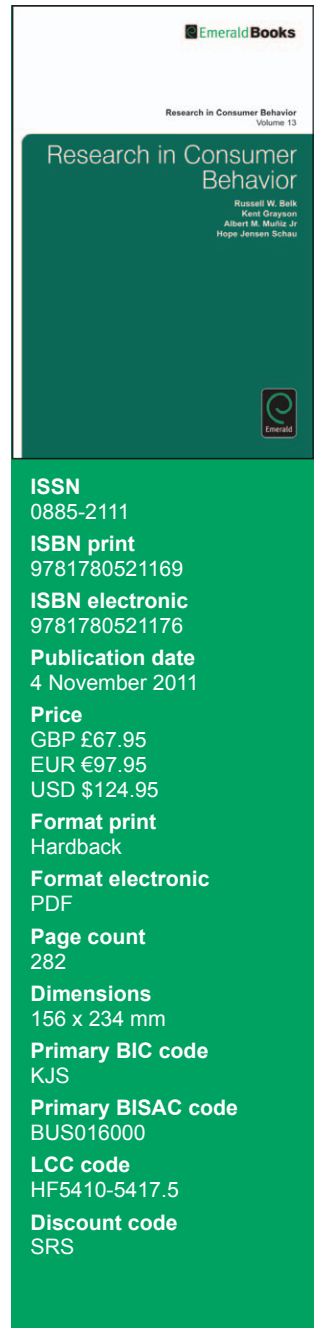
Previous Volumes

Volume 12 ISBN: 9780857244437

Research in Consumer Behavior

Volume 11 ISBN: 9780762314461

Research in Consumer Behavior



Toward a Better Understanding of the Role of Value in Markets and Marketing

Review of Marketing Research Volume 9

Editors

Stephen L. Vargo, University of Hawaii at Manoa, USA

Robert F. Lusch, University of Arizona, USA

Synopsis

In their 2004 article “Evolving to a new dominant logic for marketing,” Vargo and Lusch established the related principles that value is always co-created and, thus, firms cannot deliver value, but only develop compelling value propositions. This perspective is now known as “service-dominant (S-D) logic.” Subsequent S-D logic work has suggested that value not only is always co-created but it also requires the integration of resources from multiple sources and thus is contextually contingent, since each instance of value creation involves the availability, integration, and use of a different combination of resources. This repositioning of value, from a static concept of something embedded in the output of a “producer” to be “consumed,” to a dynamic concept of a co-created outcome in ever-changing, networked systems, can be seen throughout the manuscripts in this volume.

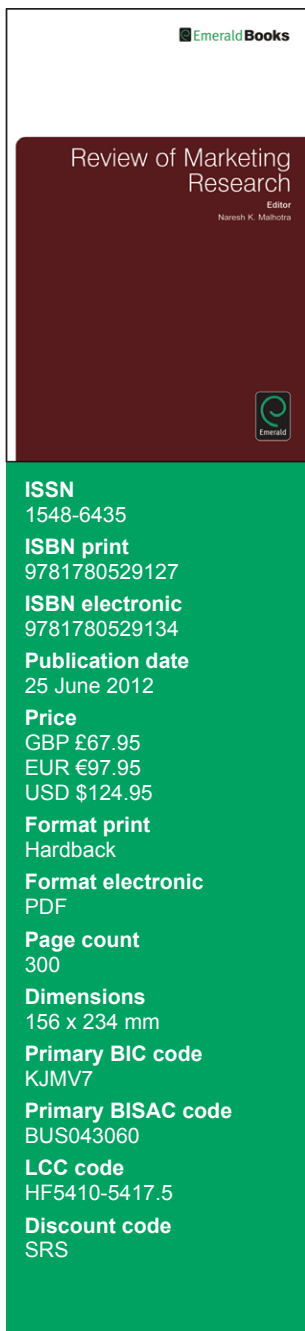
Previous volumes

Volume 8 ISBN: 9780857248978

Review of Marketing Research: Special Issue – Marketing Legends

Volume 7 ISBN: 9780857244758

Review of Marketing Research



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Review of Marketing Research: Special Issue: Marketing Legends

Review of Marketing Research Volume 8

Editor

Naresh K. Malhotra, Nanyang Technological University,
Singapore

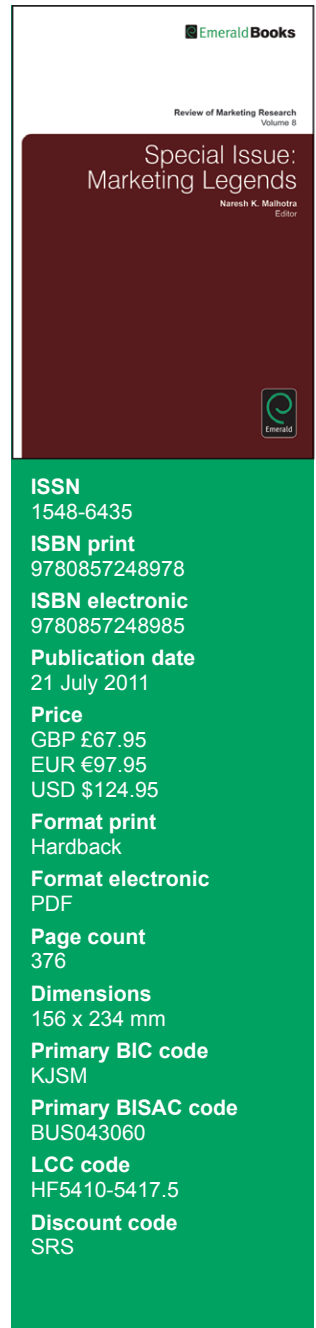
Synopsis

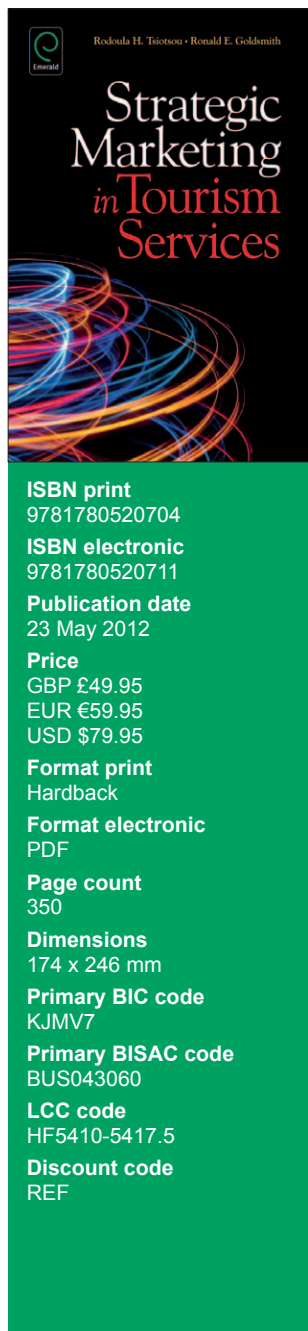
This special issue of Review of Marketing Research is unique in that it contains articles by marketing legends in their own words. Presented in alphabetical order; Richard Bagozzi, Shelby Hunt, Philip Kotler, V Kumar, Naresh K. Malhotra, Kent Monroe, Jagdish M. Sheth, Yoram (Jerry) Wind and Gerald Zaltman summarize in their own words not only their research but also the salient aspects of their academic life journeys. In this outstanding collection: VK views his research from a decision-making point of view in terms of decisions marketers make either at the market, brand, firm, store, or the customer level; Kotler describes how he entered the marketing field and shows his contributions in four sections: articles written, books published, students nurtured, and executives consulted and trained; Sheth, described as an accidental marketer, traces the interesting path he followed as the social scientist interested in buyer behavior who ventured into organizational buyer behaviour; Wind shows how his research has been influenced by the real world challenges facing corporations and organizations, and talks of his search for and use of the latest methodological developments to assure the rigor and validity of the solutions.

Previous Volumes

Volume 7 ISBN: 9780857244758
Review of Marketing Research

Volume 6 ISBN: 9780765621276
Review of Marketing Research





Strategic Marketing in Tourism Services

Editors

Rodoula H. Tsotsou, University of Macedonia, Greece

Ronald E. Goldsmith, Florida State University, USA

Synopsis

Tourism services all over the world currently face rapid changes due to market globalization, intensified competition and the dynamic evolution of new technologies. Moreover, it is expected that tourism will be one of the industries that will be most affected by the current recession. The long-term success of tourism services in such a fiercely competitive and financially difficult environment depends not only on being able to satisfy customers' needs and desires, but also on strategically responding to current global challenges. Therefore, strategic marketing becomes a necessary practice in contemporary tourism services firms. *Strategic Marketing in Tourism Services* focuses on marketing strategies implemented in tourism services firms and includes a collection of papers related to specific marketing strategies. The book presents the application of specific marketing strategies such as experiential marketing, branding, target marketing, relationship marketing and e-marketing in tourism. Furthermore, it presents the strategic responses of each tourism sub-sector – hospitality, air transport, tour operation, travel agencies and the tourism destinations – from various countries around the world.

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