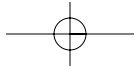
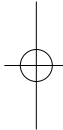
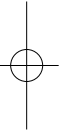
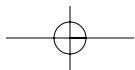
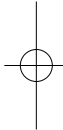
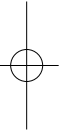
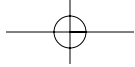


HANDBOOK  
*of*  
MARKETING





# HANDBOOK *of* MARKETING

*Edited by*  
BARTON WEITZ  
and ROBIN WENSLEY



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# Contents

<i>The Editors</i>	vii
<i>The Contributors</i>	ix
<i>Introduction</i>	1
<i>Barton Weitz and Robin Wensley</i>	
<b>Part One: INTRODUCTION</b>	
1 Marketing's Relationship to Society	9
<i>William L. Wilkie and Elizabeth S. Moore</i>	
2 A History of Marketing Thought	39
<i>D.G. Brian Jones and Eric H. Shaw</i>	
3 The Role of Marketing and the Firm	66
<i>Frederick E. Webster, Jr.</i>	
<b>Part Two: MARKETING STRATEGY</b>	
4 Market Strategies and Theories of the Firm	85
<i>George S. Day and Robin Wensley</i>	
5 Determining the Structure of Product-Markets: Practices, Issues, and Suggestions	106
<i>Allan D. Shocker</i>	
6 Competitive Response and Market Evolution	126
<i>Hubert Gatignon and David Soberman</i>	
<b>Part Three: MARKETING ACTIVITIES</b>	
7 Branding and Brand Equity	151
<i>Kevin Lane Keller</i>	
8 Product Development – Managing a Dispersed Process	179
<i>Ely Dahan and John R. Hauser</i>	
9 Channel Management: Structure, Governance, and Relationship Management	223
<i>Erin Anderson and Anne T. Coughlan</i>	
10 Salesforce Management – Compensation, Motivation, Selection and Training	248
<i>Sönke Albers</i>	

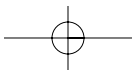
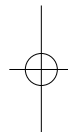
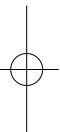
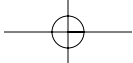
11	Pricing: Economic and Behavioral Models <i>Chezy Ofir and Russell S. Winer</i>	267
12	Marketing Communications <i>David W. Stewart and Michael A. Kamins</i>	282
13	Sales Promotion <i>Scott A. Neslin</i>	310
14	Understanding and Improving Service Quality: A Literature Review and Research Agenda <i>A. Parasuraman and Valarie A. Zeithaml</i>	339
<b>Part Four: MARKETING MANAGEMENT</b>		
15	Individual Decision-making <i>J. Edward Russo and Kurt A. Carlson</i>	371
16	Allocating Marketing Resources <i>Murali K. Mantrala</i>	409
17	Marketing Decision Support and Intelligent Systems: Precisely Worthwhile or Vaguely Worthless? <i>Eric M. Eisenstein and Leonard M. Lodish</i>	436
<b>Part Five: SPECIAL TOPICS</b>		
18	Global Marketing: Research on Foreign Entry, Local Marketing, Global Management <i>Johny K. Johansson</i>	457
19	Service Marketing and Management: Capacity as a Strategic Marketing Variable <i>Steven M. Shugan</i>	484
20	Marketing in Business Markets <i>Håkan Håkansson and Ivan Snehota</i>	513
21	Marketing and the Internet <i>Patrick Barwise, Anita Elberse and Kathy Hammond</i>	527
<b>Part Six: CONCLUDING OBSERVATIONS</b>		
	<i>Robin Wensley and Barton Weitz</i>	559
	<i>Index</i>	567

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Professor Weitz's current research interests focus on electronic retailing and the development of long-term relationships between firms in a channel of distribution (retailers and vendors), firms and their employees, and salespeople and their customers. He has co-authored three textbooks – *Retailing Management*; *Selling: Building Partnerships*; and *Strategic Marketing: Making and Implementing Decisions*. He was editor of the *Journal of Marketing Research* and is presently the co-editor of *Marketing Letters* and editor of *Marketing Management Abstract* journal, part of the Social Science Research Network.

**Robin Wensley** is Deputy Dean and Professor of Strategic Management and Marketing at the Warwick Business School and was Chair of the School from 1989 to 1994, and Chair of the Faculty of Social Studies from 1997 to 1999. His research and consultancy interests include marketing strategy and evolutionary processes in competitive markets, investment decision making and the assessment of competitive advantage. He has published a number of articles in the *Harvard Business Review*, the *Journal of Marketing*, and the *Strategic Management Journal* and has twice won the annual Alpha Kappa Psi Award for the most influential article in the US *Journal of Marketing* as well as the Millennium Prize for the best article in the UK *Journal of Marketing Management*. His books include (with B.A. Weitz) *Strategic Marketing: Planning, Implementation and Control*, Boston, MA: Kent Publishing, 1983; (with G.S. Day and B.A. Weitz), *Interface of Marketing and Strategy*, Hartford, CN: JAI Press, 1990; and (with D. Brownlie, M. Saren, and R. Whittington), *Rethinking Marketing: Towards Critical Marketing Accountings*, Sage: London, 1999. He is co-editor of the *Journal of Management Studies*.





## *The Contributors*

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He has published and edited 12 books and over 150 articles that appeared in international journals such as *Marketing Science*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, *European Journal of Operational Research*, and the leading German journals. His research areas are marketing-planning and controlling, sales force management, innovation research, and electronic commerce. He is co-editor of the 'Zeitschrift fuer betriebswirtschaftliche Forschung/Schmalenbach Business Research'. He is also consulting editor of the *International Journal of Research in Marketing*. He was a dean in Koblenz and the president of the German Association of Marketing Professors. Currently, he serves as an associate dean of the faculty in Kiel where he was recently appointed as the chairman of a research unit on electronic business, with 13 doctoral students, funded by the German National Research Foundation.

**Erin Anderson** is the John H. Loudon Professor of International Management and Professor of Marketing at INSEAD, holding her Ph.D. in Management from the University of California, Los Angeles. She specializes in the management, organization, and performance of sales forces and distribution channels. Among other topics, she also studies vertical integration (make-or-buy decisions), managing independent agents, and designing effective commissioned sales forces. She approaches these topics through the viewpoint of New Institutional Economics.

The author of numerous articles on sales force management and distribution channels, Erin Anderson is co-author (with Anne T. Coughlan, Louis W. Stern, and Adel I. El Ansary) of *Marketing Channels*, currently in its 6th edition with Prentice Hall. She serves on the editorial boards of the *Journal of Marketing*, *Journal of Marketing Research*, and *International Journal of Research in Marketing*, and she has received several awards for her contributions to the fields of marketing and international management.

**Patrick Barwise** is Professor of Management and Marketing and Chairman of the Future Media Research Programme at London Business School. His publications include the books *Television and its Audience* (with Andrew Ehrenberg), *Accounting for Brands* (with Chris Higson, Andrew Likierman and Paul Marsh), *Strategic Decisions* (with Vassilis Papadakis), *Predictions: Media* (with Kathy Hammond),

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His research centers on consumer decision making, with emphasis on the role of goals. Recently, he has developed a method for recovering the activation of multiple goals at different times over the course of the consumer choice process. He also studies how beliefs about the consideration set influence both the choice process and the alternatives that consumers choose.

**Anne T. Coughlan** is on the Marketing Faculty at the Kellogg School of Management at Northwestern University. Her research interests lie in the areas of distribution channel management and design, pricing, competitive strategy, and the international applications of these areas. She is the lead author of *Marketing Channels* (6th edition), and has also published scholarly research articles in journals such as *Marketing Science*, *Management Science*, *International Journal of Research in Marketing*, *Journal of Business*, and *Journal of Marketing*.

She is currently an associate editor at the *Journal of Economics and Management Strategy* and serves on the editorial boards of *Marketing Science*, *Journal of Retailing*, and *Journal of Marketing*. She is a co-editor of the Quantitative Marketing Network of the Social Sciences Research Network. Professor Coughlan was elected Secretary-Treasurer (1988–89) and President (1992–93) of the College on Marketing of the Institute for Management Sciences.

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**George S. Day** is the Geoffrey T. Boisi Professor, Professor of Marketing, co-Director of the Mack Center for Technological Innovation at the Wharton School of the University of Pennsylvania and Visiting Professor at the London Business School. He previously taught at Stanford University, IMD

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He is a member of the Board of Directors and Chairman of the Audit Committee of Footstar Corporation and a Fellow of Diamond Cluster International. His primary areas of activity are marketing, the management of new product development, strategic planning, organizational change and competitive strategies in global markets.

Dr Day obtained his doctorate from Columbia University in 1968. He presently serves on five editorial boards and has authored 14 books in the areas of marketing and strategic management. His most recent books are *Wharton on Dynamic Competitive Strategy* (with David Reibstein), published in 1997, *Wharton on Managing Emerging Technologies* (with Paul Schoemaker), published in 2000, and *The Market Driven Organization*, published in 1999. He is the co-editor (with David Montgomery) of the 1999 special issue of the *Journal of Marketing*, *Harvard Business Review*, *California Management Review*, *Strategic Management Journal*, *Planning Review*, *Journal of Marketing Research*, and *Sloan Management Review*.

Dr Day has received various awards, including two Alpha Kappa Psi Foundation Awards and two Harold H. Maynard Awards for the best articles published in the *Journal of Marketing*. In 1994, he received the Charles Coolidge Parlin Award, which each year honors an outstanding leader in the field of marketing, and in 1996 he received the Paul D. Converse Award for outstanding contributions to the development of the science of marketing. He was selected as the outstanding marketing educator for 1999 by the Academy of Marketing Science, and in 2001 he received the Mahajan Award from the American Marketing Association for career contributions to marketing strategy.

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**Kathy Hammond** is an Assistant Professor of Marketing at London Business School and Director of LBS's Future Media Research Programme. This programme, set up in 1996, provides a focus for research on new media products, trends, and consumer behaviour. The emphasis of the programme on the consumer provides a unique focus for research into the future of interactive digital media in the home.

Kathy Hammond's research covers a wide range of consumer buying studies, focusing particularly on brand loyalty and customer relationship management. She is a frequent speaker and writer on 'new media' issues, has published in a number of marketing journals including *Marketing Science*, *Journal of Advertising Research*, *Marketing Letters*, and *Journal of Interactive Marketing*, and with Patrick Barwise is co-author of a short book, *Predictions: Media*.

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**Johny Kjell Johansson** was named the McCrane/Shaker Professor in International Business and Marketing at the Georgetown University in 1989. An expert in the areas of international marketing strategy and consumer decision making, especially as applied to Japanese and European companies and markets, Johansson has published over 70 academic articles and chapters in books. He is the author of *Global Marketing* (McGraw-Hill/Irwin, 3rd ed., 2003) and (with Ikujiro Nonaka) *Relentless: The Japanese Way of Marketing* (HarperBusiness, 1996). He has given speeches at numerous international conferences, and seminars to academic institutions in many countries, including Stanford, MIT, and Columbia in the United States, INSEAD in France, Vienna's Neue Wirtschaftsuniversitat in Austria, and Hitotsubashi, Kobe and Nagoya Universities in Japan.

Before joining Georgetown's faculty, Johansson held faculty positions at the University of Washington and the University of Illinois. He has held many visiting appointments in several countries. He was the first Isetan Distinguished Visiting Professor at Keio Business School in Japan and the first Ford Distinguished Visiting Professor at University of Cologne in West Germany. He has also been a visiting professor at New York University, Dalhousie University (Canada), Stockholm School of Economics, the Catholic University of Leuven (Belgium), the National Defense Academy (Japan), and the International University of Japan. In 1988 he was a Phelps scholar at the University of Michigan. Johansson earned his Ph.D. and M.B.A. degrees from the University of California, Berkeley, and his undergraduate degree (Civilkonom) at the Stockholm School of Economics.

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**A. Parasuraman** (DBA, Indiana University) is Professor and holder of the James W. McLamore Chair in Marketing at the University of Miami. He has received many distinguished teaching and research awards. In 1988, Dr. Parasuraman was selected as one of the 'Ten Most Influential Figures in Quality' by the editorial board of *The Quality Review*. In 1998, he received the American Marketing Association's 'Career Contributions to the Services Discipline Award.' In 2001, he received the Academy of Marketing Science's 'Outstanding Marketing Educator Award.' Dr Parasuraman has published numerous articles in leading scholarly and managerial journals. He has served as editor of the *Journal of the Academy of Marketing Science* for a three-year term (1997–2000). He has authored or co-authored several books, the most recent of which is *Techno-Ready Marketing: How and Why Your Customers Adopt Technology*.

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