HANDBOOK
of
MARKETING
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of
MARKETING

Edited by
BARTON WEITZ
and ROBIN WENSLEY

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Barton Weitz is the J.C. Penney Eminent Scholar Chair and Executive Director of the Miller Center for Retailing Education and Research in the Warrington College of Business Administration at the University of Florida. He earned a B.S.E.E. at MIT and an M.B.A. and Ph.D. at Stanford. In 1998, he was honored as Educator of the Year by the American Marketing Association for his contributions to the marketing discipline.

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.

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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 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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Prior to entering the Ph.D. program at Wharton, Dr Eisenstein worked for four years at Mercer Management Consulting, where he primarily focused on management of technology and consumer research in the financial services and telecommunications industries. Dr Eisenstein has maintained his relationship with the business community through participation in executive education and consulting.

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**Håkan Håkansson** is Professor in International Management at the Norwegian School of Management, BI in Oslo. Earlier, he was at the University of Uppsala. He is one of the founding members of the IMP-Group and has published articles and books regarding purchasing, industrial marketing, and technological development, especially in an international context. His latest book is *Managing Technological Development. IKEA, the Environment and Technology*, published 2002 by Routledge (co-authored with Alexandra Waluszewski, University of Uppsala).

**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.

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Leonard M. Lodish is the Samuel R. Harrell Professor in the Marketing Department of the Wharton School, University of Pennsylvania, where he has been since 1968; he is also Vice Dean for Wharton West, Wharton’s San Francisco campus as of July 2001.

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Professor Lodish’s primary research and consulting areas are entrepreneurial marketing, strategic and tactical marketing resource planning, marketing decision support systems, and applications in firm/marketing strategy, sales force, advertising, and promotion planning.

In 1996 Len and his wife Susan pedalled their tandem bicycle across the US, and since then have completed long-distance bicycle rides each year that have raised over $200,000 for the ALS (Lou Gehrig’s Disease) Association. Professor Lodish is a licensed sailplane pilot and ardent bicycle commuter.

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**Scott A. Neslin** is the Albert Wesley Fry Professor of Marketing at the Amos Tuck School of Business Administration, Dartmouth College. Professor Neslin’s interests include sales promotion, market response models, and database marketing. Much of his research has focused on analyzing the effectiveness of sales promotion and advertising. He has investigated issues such as the effect of promotion on consumer stockpiling, brand loyalty, and consumption, as well as the role of advertising in reinforcing loyalty. He has published articles on these and other topics in journals such as *Marketing Science, Journal of Marketing Research, Management Science*, and *Journal of Marketing*. He is co-author with Professor Robert C. Blattberg of the book *Sales Promotion: Concepts, Methods, and Strategies*, published by Prentice-Hall. He is an Area Editor for *Marketing Science*, and on the editorial boards of the *Journal of Marketing Research, Journal of Marketing*, and *Marketing Letters*.

**Chezy Ofir** is the head of the marketing group at the School of Business Administration, Hebrew University. Professor Ofir has a Masters and a Ph.D. in Business Administration from Colombia University. Professor Ofir’s research focuses on consumer behavior and behavioral decision making. His research appears in journals such as *Journal of Marketing Research, Journal of Consumer*
Research, Management Science, Journal of Personality and Social Psychology, Psychometrika, Organizational Behavior and Human Decision Processes, British Journal of Mathematical and Statistical Psychology, Journal of Forecasting, Multivariate Behavior Research, among others. A recent research project entitled ‘In Search of Negative Customer Feedback: The Effect of Expecting to Evaluate on Satisfaction Evaluations’, conducted jointly with Professor Itamar Simonson and funded by the National Science Foundation (NSF), appeared in the Journal of Marketing Research. The paper was selected by a special AMA interest group as deemed to have made the greatest contribution to the services literature in a single year.

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.

J. Edward Russo is Professor of Marketing and of Management and Organizations at the Johnson Graduate School of Management, Cornell University. His Ph.D. in mathematical psychology, with a specialization in decision making, was awarded by the University of Michigan (1971). He also holds an M.S. degree in probability and statistics from the University of Michigan (1966) and a B.S. in mathematics from the California Institute of Technology (1963).

His research interests center on decision making, especially cognitive processes, consumer decisions, and decision aiding. Besides scholarly publications, he has co-authored Decision Traps (1989) and Winning Decisions (2002), books for practicing professionals. Professor Russo has served on the editorial board of eight professional journals, filled a marketing research internship at Procter & Gamble, consulted for the Federal Trade Commission and the National Institute of Standards and Technology, and testified as a statistical expert in judicial proceedings. He is a Fellow of the American Psychological Society.

Eric H. Shaw is Professor and Chairman of Marketing at Florida Atlantic University. His teaching and research interests include the history of marketing and the development of marketing thought and theory. He is also interested in strategic marketing planning and decision-making under conditions of risk. Dr Shaw has received several awards for teaching excellence, his research has appeared in numerous journals, and he has consulted for start-ups to Fortune 500 companies.
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He is author/co-author of more than 50 articles and on the editorial boards of the *Journal of Marketing Research* and *Journal of Marketing*. He co-edited a special issue on brand management (May 1994) for the *Journal of Marketing Research*. Two of his articles have been honored by major journal awards. He is co-developer (with V. Srinivasan, Stanford) of LINMAP, a PC-based computer program for performing conjoint analysis. His research assists managers in understanding buyer perceptions of, and preferences for, products and services and the influences of the contexts in which these are formed. He has contributed to our knowledge of brand equity.

Steven M. Shugan is a Russell Berrie Foundation Eminent Scholar and Professor of Marketing, University of Florida Business School. He has a Ph.D. (MEDS-Managerial Economics, 1978, Northwestern University), an M.B.A. (1974) and an S.B. (Chemistry/Mathematics, Southern Illinois University, 1973). He has taught multivariate data analysis, services marketing, marketing models, new product development, econometrics, and more. His current research interests include advance-selling, markets for evaluative information, models of selling and product policy. He is widely published in the areas of management and marketing. He has served on ten editorial boards and is the current Editor-in-Chief of *Marketing Science*. He has consulted for over 20 different firms as well as the Government of Cyprus. He was won several best paper awards (including *Marketing Science* and *Journal of Marketing*) and best teaching awards. He was formerly a full professor at University of Chicago (13 years) and an assistant professor at the University of Rochester (2 years).

Steve enjoys scuba diving and playing on the Internet.

Ivan J. Snehota is Professor of Marketing at the University of Lugano in Switzerland and at the Department of Business Studies at Uppsala University in Sweden.

Born in the Czech Republic, he graduated in Sweden at Uppsala University in 1971 where he was Associate Professor of Business Administration 1972–1977. In 1978, he moved to Italy, where he worked as a manager in business and consulting. Prior to his return to Sweden in 1991, he served for several years as faculty member at Bocconi Business School in Milan, Italy. Professor Snehota was Associate Professor of Marketing at the Stockholm School of Economics in Sweden from 1995 to 2002. He is author and co-author of several books and articles on various topics of business-to-business marketing and business development. He has been a lecturer and invited speaker in a number of in-company training programs and business schools in Europe. He is a founding member of the IMP research program on international industrial marketing.
**David Soberman** is Assistant Professor of Marketing at INSEAD. He holds a Ph.D. (Management) from the University of Toronto and an M.B.A. and B.Sc. in Chemical Engineering from Queen’s University in Kingston. His research is focused on understanding how the operation of markets is affected by the exchange of information between firms and customers, relationships within the distribution channel, and the introduction of innovations and new information. Professor Soberman’s recent co-authored article in *Marketing Science*, ‘Markets for Product Modification Information’, was the recipient of the John D.C. Little Best Paper Award. Before his doctoral studies, Professor Soberman held a number of positions in marketing management, sales, and engineering with Molson Breweries, Nabisco Brands Ltd., and Imperial Oil Ltd.

**David W. Stewart**, Ph.D., is the Robert E. Brooker Professor of Marketing and Deputy Dean of the Marshall School of Business at the University of Southern California. He previously served as the Chairman of the Department of Marketing in the Marshall School. Prior to moving to Southern California in 1986, he was Senior Associate Dean and Associate Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University. Dr Stewart is a past editor of the *Journal of Marketing*. He has authored or co-authored more than 150 publications and six books. His research has examined a wide range of issues including marketing strategy, the analysis of markets, consumer information search and decision making, effectiveness of marketing communications, and market research methodology. His research and commentary are frequently featured in the business and popular press. Professor Stewart received his B.A. from the University of Louisiana at Monroe and his M.A. and Ph.D. in psychology from Baylor University.

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