



| | |
|---|-----------|
| List of Contributors | vii |
| Preface <i>Michael J. Baker and Michael Saren</i> | xvi |
| Section A Overview of Marketing Theory | 1 |
| 1 Marketing – philosophy or function? <i>Michael J. Baker</i> | 3 |
| 2 Marketing theory <i>Michael Saren</i> | 26 |
| 3 A history of historical research in marketing <i>D. G. Brian Jones</i> | 51 |
| 4 Marketing ethics <i>Patrick E. Murphy</i> | 83 |
| Section B Disciplinary Underpinnings of Marketing Theory | 99 |
| 5 The economics basis of marketing <i>Richard J. Varey</i> | 101 |
| 6 The psychological basis of marketing <i>Allan J. Kimmel</i> | 121 |
| 7 The sociological basis of marketing <i>Kjell Grønhaug and Ingeborg Astrid Kleppe</i> | 145 |
| 8 Cultural aspects of marketing <i>Kam-hon Lee and Cass Shum</i> | 165 |

| | |
|--|------------|
| Section C Theories of Marketing Management and Organization | 183 |
| 9 The marketing mix – a helicopter view <i>Walter van Waterschoot and Thomas Foscht</i> | 185 |
| 10 Marketing strategy <i>Robin Wensley</i> | 209 |
| 11 Target segment strategy <i>Sally Dibb and Lyndon Simkin</i> | 237 |
| Section D Theoretical Sub-Areas of Marketing | 261 |
| 12 Consumer behaviour <i>Rob Lawson</i> | 263 |
| 13 Innovation and new product development <i>Susan Hart</i> | 281 |
| 14 Relationships and networks <i>Kristian Möller</i> | 304 |
| 15 Theory in social marketing <i>Gerard Hastings, Abraham Brown and Thomas Boysen Anker</i> | 330 |
| 16 Theories of retailing <i>Christopher Moore</i> | 345 |
| 17 An institutional approach to sustainable marketing <i>William E. Kilbourne</i> | 360 |
| 18 Brand equity and the value of marketing assets <i>Roderick J. Brodie and Mark S. Glynn</i> | 379 |
| Postscript – a transition phase in marketing thought | 397 |
| 19 The new service marketing <i>Evert Gummesson</i> | 399 |
| Index | 422 |