



References

- Aaker, D.A. (1982), 'Positioning your product', *Business Horizons*, 25 (3), 56–62.
- Aaker, D.A. (1991), *Managing Brand Equity*, New York: The Free Press.
- Aaker, D.A. (1995), *Strategic Market Management*, 4th edn, New York: Wiley.
- Aaronson, S.A. (2005), "'Minding Our Business": What the United States Government Has Done and Can Do to Ensure that US Multinationals Act Responsibly in Foreign Markets', *Journal of Business Ethics*, 59, 175–98.
- Abell, D.F. (1978), 'Strategic windows', *Journal of Marketing*, 42 (3), 21–6.
- Abell, D.F. and Hammond, J.S. (1979), *Strategic Market Planning: Problems and analytical approaches*, Hemel Hempstead: Prentice Hall International.
- Abrahams, B. (1996), 'Life after downsizing', *Marketing*, 30 May, 26–7.
- Achrol, R. (1991), 'Evolution of the marketing organization: New forms for turbulent environments', *Journal of Marketing*, 55 (October), 77–93.
- Achrol, R. (1997), 'Changes in the theory of interorganizational relations in marketing: Toward a network paradigm', *Journal of the Academy of Marketing Science*, 25 (1), 56–71.
- Ackerman, R.W. (1975), *The Social Challenge in Business*, Cambridge, MA: Harvard University Press.
- Adams, J.L. (1987), *Conceptual Blockbusting: A guide to better ideas*, Harmondsworth, Middlesex: Penguin Books.
- Agarwal, V., Arjona, L.D. and Lemmens, R. (2001), 'e-Performance: the path to rational exuberance', *McKinsey Quarterly*, (1), 31–43.
- Agrawal, M., Kumaresh, T.V. and Mercer, G.A. (2001), 'The false promise of mass customization', *McKinsey Quarterly*, (3), 62–71.
- Ahuja, G. and Katila, R. (2004), 'Where do resources come from? The role of idiosyncratic situations', *Strategic Management Journal*, 25, 887–907.
- Airline Industry Information* (2007), 'Boeing and Lockheed Martin Form Strategic Alliance', 23 January, 1.
- Al Bawaba* (2006a), 'Dell/EMC Extend Multi-Billion Dollar Strategic Alliance Until 2011', 18 September, 1.
- Al Bawaba* (2006b), 'Standard Chartered Leading the Way in Asia, Africa and Middle East', 21 August, 1.
- Alexander, L.D. (1991), 'Strategy Implementation: Nature of the Problem', in D. Hussey (ed.) *International Review of Strategic Management*, 2 (1), Chichester: Wiley, p. 74.
- Alpert, M.I. (1972), 'Personality and the determinants of product choice', *Journal of Marketing Research*, 9 (1), 179–83.
- Alsem, K.J., Leeftang, P.S.H. and Reuyl, J.C. (1989), 'The forecasting accuracy of market share models using predicted values of competitive marketing behavior', *International Journal of Research in Marketing*, 6 (3), 183–98.
- Ambler, T. (2000), *Marketing and the Bottom Line: The New Metrics of Corporate Wealth*, Hemel Hempstead: Prentice Hall.
- Ambler, T. (2001), 'Are brands good for Britain?' *British Brands* 13, 4–5.
- Ambler, T. (2003), *Marketing and the Bottom Line*, 2nd edn, Hemel Hempstead: Prentice Hall.
- American Salesman* (2002), 'Shift to Value-Added Selling is Biggest Challenge in Sales', November, 13.

- Amit, R. and Shoemaker, P.J.H. (1993), 'Strategic assets and organizational rent', *Strategic Management Journal*, 14, 33–46.
- Anderson, E. and Trinkle, B. (2005), *Outsourcing the Sales Function: The Real Costs of Field Sales*, Mason OH: Thomson.
- Anderson, E.W. and Sullivan, M.W. (1993), 'The antecedents and consequences of customer satisfaction for firms', *Marketing Science*, 12 (2), 125–43.
- Anderson, J.C., Håkansson, H. and Johanson, J. (1994), 'Dyadic business relationships within a business network context', *Journal of Marketing*, 58 (October), 1–15.
- Anderson, J.C. and Narus, J.A. (1993), 'A model of distributor firm and manufacturer firm working partnerships', *Journal of Marketing*, 57 (January), 42–58.
- Anderson, J.C., Narus, J.A. and van Rossum, W. (2006), 'Customer Value Propositions in Business Markets', *Harvard Business Review*, March, 91–99.
- Andreasen, A.R. (1994), 'Social Marketing: Its Definition and Domain', *Journal of Public Policy and Marketing*, 13, Spring, 108–114.
- Anfuso, D. (1994), 'Coca-Cola's staffing philosophy supports its global strategy', *Personnel Journal*, 73 (11), 116.
- Anfuso, D. (1995), 'Colgate's global HR unites under one strategy', *Personnel Journal*, 74 (10), 44–8.
- Anon. (1993), 'Quality through customer care', *Industrial Relations Review and Report*, September, 2–5.
- Ansoff, H.I. (1984), *Implanting Strategic Management*, London: Prentice Hall.
- Anthony, S.C., Eyring M. and Gibson, L. (2006), 'Mapping your Innovation Strategy', *Harvard Business Review*, 84 (5), 104–13.
- Armistead, C.G. and Clark, G. (1992), *Customer Service and Support*, London: Pitman Publishing.
- Armstrong, J.S. (1985), *Long-range Forecasting: From crystal ball to computer*, New York: Wiley.
- Armstrong, J.S. and Collopy, F. (1996), 'Competitor orientation: effects of objectives and information on managerial decisions and profitability', *Journal of Marketing Research*, 33 (May), 188–99.
- Armstrong, J.S. and Hutcherson, P. (1989), 'Predicting the outcome of marketing negotiations: role playing versus unaided opinions', *International Journal of Research in Marketing*, 6 (3), 227–39.
- Arndt, J. (1983), 'The political economy paradigm: Foundation for theory-building in marketing', *Journal of Marketing*, 47, 44–54.
- Arrington, M. (2007), 'AT&T Piles on Yahoo', www.TechCrunch.com, 9 March.
- Arruñada, B. and Vázquez, X.H. (2006), 'When Your Contract Manufacturer Becomes Your Competitor', *Harvard Business Review*, September, 135–44.
- Ashton, J. (2005), 'Marconi Up For Grabs', *Daily Mail*, 4 May, 64.
- Aufreiter, N.A., Lawler, T.L. and Lun, C.D. (2000), 'A New Way To Market', *The McKinsey Quarterly*, (2), 52–61.
- Baghai, M., Coley, S. and White, D. (2000), *The Alchemy of Growth: Practical insights for building the enduring enterprise*, Perseus Books.
- Baker, M.J. (1992), *Marketing Strategy and Management*, 2nd edn, London: Macmillan.
- Baldauf, A., Cravens, D.W. and Piercy, N. (2001), 'Examining Business Strategy, Sales Management, and Salesperson Antecedents of Sales Organization Effectiveness', *Journal of Personal Selling & Sales Management*, 21, 123–34.
- Baldauf, A., Cravens, D.W. and Piercy, N. (2005), 'Sales Management Control Research – Synthesis and an Agenda for Future Research', *Journal of Personal Selling & Sales Management*, 25 (1), 7–26.
- Baldauf, A., Piercy, N. and Cravens, D.W. (2001), 'Examining the Consequences of Sales Management Control Strategies in European Field Sales Organizations', *International Marketing Review*, 18, 474–508.
- Bamford, J., Ernst, D. and Fubini, D.G. (2004), 'Launching a World-Class Joint Venture', *Harvard Business Review*, February, 90–100.

References

- Barnes, S. and Hunt, B. (2001), *e-Commerce and v-Business*, Oxford: Butterworth-Heinemann.
- Barnes, S.J., Bauer, H.H., Neumann, M.M. and Huber, F. (2007), 'Segmenting cyberspace: A customer typology for the internet', *European Journal of Marketing*, 41 (1/2), 71–93.
- Barnett, F.W. (1988), 'Four steps to forecast total market demand', *Harvard Business Review*, 66 (4), 28–34.
- Barney, J.B. (1991), 'Firm resources and sustained competitive advantage', *Journal of Management*, 17 (1), 99–120.
- Barney, J.B. (1997), 'Looking inside for competitive advantage', in A. Campbell and K.S. Luchs (eds), *Core Competency-Based Strategy*, London: International Thomson Business Press.
- Barone, M.J., Miyazaki, A.D. and Taylor, K.A. (2000), 'The Influence of Cause-Related Marketing on Consumer Choice: Does One Good Turn Deserve Another?', *Journal of the Academy of Marketing Science*, 28 (2), 248–62.
- Bartlett, C.A. and Ghoshal, S. (1994), 'Changing the role of top management: Beyond strategy to purpose', *Harvard Business Review*, 72 (6), 79–88.
- Bass, F.M. (1969), 'A new product forecasting model for consumer durables', *Marketing Science*, 15 (2), 215–27.
- Baumwoll, J.P. (1974), 'Segmentation research: the Baker vs the Cookie Monster', in Proceedings, American Marketing Association Conference, 3–20.
- BBC News Service (28 June 2006), Global Fairtrade sales taking off. Cited on Wikipedia.
- Beamish, P.W. and Killing, J.P. (eds) (1997), *Co-operative Strategies: European Perspectives*, San Francisco: The New Lexington Press.
- Becket, M. (1997), 'Top brands to share research on consumers', *The Daily Telegraph*, 21 July, 23.
- Becker-Olsen, K.L., Cudmore, B.A. and Hill, R.P. (2006), 'The Impact of Perceived Corporate Social Responsibility on Consumer Behavior', *Journal of Business Research*, 59, 46–53.
- Bell, E. (1996), '"Bastards" are losing out to Mr. Clean', *Observer*, 30 June.
- Bell, S.J., Menguc, B. and Stefani, S.L. (2004), 'When Customers Disappoint: A Model of Relational Internal Marketing and Customer Complaints', *Journal of the Academy of Marketing Science*, 32 (2), 112–26.
- Bensimon, S. (1999), 'Strategic Alliances', *Executive Excellence*, 16 (10), 9.
- Bergen, M. and Peteraf, M.A. (2002), 'Competitor Identification and Competitor Analysis: A Broad-Based Managerial Approach', *Managerial and Decision Economics*, 23 (4–5), 157–69.
- Bernhardt, D. (ed.) (1993), *Perfectly Legal Competitor Intelligence*, London: Pitman Publishing.
- Bernoeth, A. (1996), 'Companies show they care', *Sunday Times*, 8 December.
- Berry, L.L. (1981), 'The employee as customer', *Journal of Retail Banking*, 3 (1), 271–8.
- Berry, L.L. and Parasuraman, A. (1991), *Marketing Services: Competing Through Quality*, New York: The Free Press.
- Berry, L.L., Conant, J.S. and Parasuraman, A. (1991), 'A framework for conducting a services marketing audit', *Journal of the Academy of Marketing Science*, 19 (3), 255–68.
- Berstell, G. and Nitterhouse, D. (2005), 'Letting the Customer Make the Case', *Strategy and Innovation*, Harvard Business School Publishing, March–April, 3–6.
- Birchall, J. (2007), 'Makers of Pet Foods Take Bite Out of Crisis', *Financial Times*, Tuesday 27 March, 12.
- Blackwell, D. (1997), 'ICI set for bulk chemicals deal', *Financial Times*, 14 July, 19.
- Blattberg, R.C. and Hoch, S.J. (1992), 'Database models and managerial intuition: 50% model + 50% manager', *Management Science*, 36 (6), 887–99.
- Bogner, W.C., Thomas, H. and McGee, J. (1999), 'Competence and competitive advantage: Towards a dynamic model', *British Journal of Management*, 10, 275–90.
- Bonoma, T.V. (1985), *The Marketing Edge: Making strategies work*, New York: Free Press.
- Bonoma, T.V. (1990), 'Employees can free the hostages', *Marketing News*, 19 March.
- Booz, Allen and Hamilton (1982), *New Products Management for the 1980s*, New York: Booz, Allen and Hamilton Inc.
- Borden, N. (1964), 'The concept of the marketing mix', *Journal of Advertising Research*, 4, June 1964, 2–7.

- Boston Consulting Group (1979), *Specialization*, Boston: BCG.
- Bowen, D.E. and Lawler, E.E. (1992), 'The empowerment of service workers: what, why, how and when', *Sloan Management Review*, Spring, 31–9.
- Bowman, C. and Ambrosini, V. (2003), 'How the resource-based and dynamic capabilities views of the firm inform corporate-level strategy', *British Journal of Management*, 14, 289–303.
- Bradley, U. (1987), *Applied Marketing and Social Research*, 2nd edn, Chichester: John Wiley.
- Brady, J. and Davis, I. (1993), 'Marketing's mid-life crisis', *The McKinsey Quarterly*, 2 (2), 17–28.
- Branco, M.C. and Rodrigues, L.L. (2006), 'Corporate Social Responsibility and Resource-Based Perspectives', *Journal of Business Ethics*, 69, 111–32.
- Brand Strategy* (2006), 'Marketing Capability – Blend for Flexibility', 17 July, 30.
- Brierley, S. (1996), 'Shell pours oil on employee relations', *Marketing Week*, 29 November.
- Brittan, Sir L. (1990), 'A compelling reality', *Speaking of Japan*, February, 10 (110), 18–24.
- Broadbent, S. (ed.) (1983), *Advertising Works 2*, London: Holt, Reinhart and Winston.
- Brodie, R.J. and de Kluyver, C.A. (1987), 'A comparison of the short-term accuracy of econometric and naive extrapolation models of market share', *International Journal of Forecasting*, 3 (3), 423–37.
- Brown, A. (1995), 'The fall and rise of marketing', *Marketing Business*, February, 25–8.
- Brown, S. (1995), *Postmodern Marketing*, London: Routledge.
- Brown, T.J. and Dacin, P.A. (1997), 'The Company and the Product: Corporate Associations and Consumer Product Responses', *Journal of Marketing*, 61, January, 68–85.
- Brownlie, D. (1996), 'Marketing audits and auditing: diagnosis through intervention', *Journal of Marketing Management*, 12 (1–3), 99–112.
- Brugmann, J. and Prahalad, C.K. (2007), 'Co-creating Businesses' New Social Compact', *Harvard Business Review*, February, 80–90.
- Brummer, A. (2005), 'Marconi Crisis is a Disaster for UK PLC', *Daily Mail*, 11 May, 67.
- Bucklin, L.P. and Sengupta, S. (1993), 'Organizing successful co-marketing alliances', *Journal of Marketing*, April, 32–46.
- Buffington, B.I. and Frabelli, K.F. (1991), 'Acquisitions and alliances in the communications industry', in H.E. Glass (ed.), *Handbook of Business Strategy*, 3rd edn, New York: Warren Gorman and Lamont.
- Bultez, A. and Parsons, L. (eds) (1998), *Retail Efficiency*, special issue of *International Journal of Research in Marketing*, 15 (5).
- Burack, E.H., Burack, M.D., Miller, D.M. and Morgan, K. (1994), 'New paradigm approaches in strategic human resource management', *Group and Organizational Management*, 19 (2), 141–59.
- Business Week* (1993), 'The virtual corporation', 8 February, 98–102.
- Business Week* (2006), 'Fixing Ford is Now Job One', *Business Week*, 4 September, 30.
- Buzzell, R.D. and Gale, B.T. (1987), *The PIMS Principles*, New York: The Free Press.
- Buzzell, R.D. and Ortmeier, G. (1994), *Channel Partnerships: A new approach to streamlining distribution*, Cambridge, MA: Marketing Science Institute.
- Buzzell, R.D. and Wiersema, F.D. (1981), 'Successful share building strategies', *Harvard Business Review*, 59 (1), 135–44.
- Calder, B.J. (1994), 'Qualitative marketing research' in Richard P. Bagozzi (ed.), *Principles of Marketing Research*, Boston, MA: Blackwell.
- Calfee, D.I. (1993), 'Get your mission statement working', *Management Review*, January, 54–7.
- Capizzi, M.T. and Ferguson, R. (2005), 'Loyalty trends for the twenty-first century', *Journal of Consumer Marketing*, 22 (2), 72–80.
- Capon, N. (2001), *Key Account Management and Planning*, New York: The Free Press.
- Cappelli, P. and Crocker-Hefter, A. (1996), 'Distinctive human resources are firms' core competencies', *Organizational Dynamics*, 24 (3), 7–22.
- Cardozo, R.N. (1979), *Product Policy*, Reading, MA: Addison-Wesley.
- Carey, T. (1989), 'Strategy formulation in banks', *International Journal of Bank Marketing*, 7 (3), 4–44.

- Carroll, A.B. (1979), 'A Three-Dimensional Model of Corporate Performance', *Academy of Management Review*, 4 (4), 497–505.
- Carroll, D.J., Green, P.E. and Schaffer, C.M. (1986), 'Interpoint distance comparisons in correspondence analysis', *Journal of Marketing Research*, 23, 271–80.
- Carroll, D.J., Green, P.E. and Schaffer, C.M. (1987), 'Comparing interpoint distances in correspondence analysis: a clarification', *Journal of Marketing Research*, 24, 445–50.
- Cascino, A.E. (1969), 'Organizational implications of the marketing concept', in E.J. Kelley and W. Lazar (eds), *Managerial Marketing: Perspectives and viewpoints*, Homewood, IL: Irwin.
- Cassino, K.D. (1984), 'Delphi method: a practical "crystal ball" for researchers', *Marketing News*, 16 January, 705–6.
- Cattin, P. and Wittink, D.R. (1992), 'Commercial use of conjoint analysis: a survey', *Journal of Marketing*, 46 (1), 44–53.
- Cave, F. (2005), 'Surging Costs Put More pressure on Manufacturers', *Financial Times*, 12 July, 4.
- Central Statistical Office (1995), *Annual Abstract of Statistics*, London: HMSO.
- Cespedes, F.V. (1993), 'Coordinating Sales and Marketing in Consumer Goods Firms', *Journal of Consumer Marketing*, 10 (2), 37–55.
- Cespedes, F.V. (1994), 'Industrial Marketing: Managing New Requirements', *Sloan Management Review*, Spring, 45–60.
- Cespedes, F.V. (1995), *Concurrent Marketing: Integrating Product, Sales and Service*, Cambridge, Mass: Harvard Business School Press.
- Cespedes, F.V. (1996), 'Beyond Teamwork: How the Wise Can Synchronize', *Marketing Management*, 5 (1), 25–37.
- Cespedes, F.V. and Piercy, N.F. (1996), 'Implementing Marketing Strategy', *Journal of Marketing Management*, 12, 135–60.
- Chally Group H.R. (1996), *The Customer Selected World Class Sales Excellence Report*, Ohio: H.R. Chally Group.
- Chally, H.R. (2006), *The Chally World Class Sales Excellence Research Report*, Dayton, OH: The H.R. Chally Group.
- Chang, J.J. and Carroll, J.D. (1969), 'How to use MDPREF: a computer program for multidimensional analysis of preference data', unpublished paper, Murray Hill, NJ: Bell Laboratories.
- Chang, J.J. and Carroll, J.D. (1972), 'How to use PREFMAP and PREFMAP 2 – Programs which relate preference data to multidimensional scaling solutions', unpublished paper, Murray Hill, NJ: Bell Laboratories.
- Chang, J. (2005), 'From The Inside Out', *Sales & Marketing Management*, August, 8.
- Chatterji, A. and Levine, D. (2006), 'Breaking Down the Wall of Codes: Evaluating Non-Financial Performance Measurement', *California Management Review*, 48 (2) Winter, 29–51.
- Chattopadhyay, A., Nedungadi, P. and Chakravarti, D. (1985), 'Marketing strategy and differential advantage – a comment', *Journal of Marketing*, 49 (2), 129–36.
- Chesbrough, H.W. and Teece, D.J. (1996), 'When virtual is virtuous', *Harvard Business Review*, 74 (1), 65–73.
- Chimhanzi, J. (2004), 'The Impact of Marketing/HR Interactions on Marketing Strategy Implementation', *European Journal of Marketing*, 38 (1–2), 73–98.
- Chisnall, P.M. (1985), *Strategic Industrial Marketing*, Hemel Hempstead: Prentice Hall International.
- Christensen, C. and Bower, J. (1996), 'Customer power, strategic investment and the failure of leading firms', *Strategic Management Journal*, 17 (3), 197–218.
- Christensen, C.M., Anthony, S.D., Berstell, G. and Nitterhouse, D. (2007), 'Finding the Right Job for your Product', *MIT Sloan Management Review*, 6 (38), 2–11.
- Christopher, M., Payne, A. and Ballantyne, D. (1991), *Relationship Marketing*, Oxford: Butterworth-Heinemann.
- Chu, J. (2002), 'What top-performing retailers know about satisfying customers: Experience is key', IBM Institute for Business Value.

- Clark, M. and Payne, A. (1995), 'Customer retention: does employee retention hold a key to success?', in A. Payne (ed.), *Advances in Relationship Marketing*, London: Kogan Page.
- Clark, P. (1986), 'The marketing of margarine', *European Journal of Marketing*, 20 (5), 52–65.
- Clarkson, M.B.E. (1995), 'A Stakeholder Framework for Analysing and Evaluating Corporate Social Responsibility', *Academy of Management Review*, 20 (1), 92–117.
- Clausewitz, C. von (1908), *On War*, London: Routledge & Kegan Paul.
- Clavell, J. (ed.) (1981), *The Art of War by Sun Tzu*, London: Hodder and Stoughton.
- Clemen, R.T. (1989), 'Combining forecasts: a review and annotated bibliography', *International Journal of Forecasting*, 5 (4), 559–83.
- Clover, C. (1996), 'The green shopper is alive and well', *Daily Telegraph*, 11 December.
- Coad, T. (1989), 'Lifestyle analysis – opportunities for early entry into Europe with effective customer targeting', Institute of International Research Conference on *Customer Segmentation and Lifestyle Marketing*, London, 11–12 December.
- Colletti, J.A. and Chonko, L.B. (1997), 'Change Management Initiatives: Moving Sales Organizations from Obsolescence to High Performance', *Journal of Personal Selling & Sales Management*, 17 (Spring), 1–30.
- Collier, J. and Esteban, R. (2007), 'Corporate Social Responsibility and Employee Commitment', *Business Ethics*, 16 (1), 19–29.
- Collis, D.J. and Montgomery, C.A. (1995), 'Competing on resources: strategy for the 1990s', *Harvard Business Review*, 73 (4), 118–28.
- Collis, D.J. and Montgomery, C.A. (1997), *Corporate Strategy: Resources and the scope of the firm*, Chicago: McGraw-Hill.
- Commission of the European Communities (2001), *Green Paper: Promoting a European Framework for Corporate Social Responsibility*, COM, July, p. 6.
- Cook, V.J. (1983), 'Marketing strategy and differential advantage', *Journal of Marketing*, 47 (2), 68–75.
- Cook, V.J. and Mindak, W.A. (1984), 'A search for constants: the heavy user revisited', *Journal of Consumer Research*, 1 (4), 80.
- Cooper, R. and Kleinschmidt, E. (1990), 'New product success factors: A comparison of kills versus successes and failures', *R&D Management*, 17 (3), 47–63.
- Cooper, R. and Kleinschmidt, E. (1993), 'New product success in the chemical industry', *Industrial Marketing Management*, 22 (1), 85–99.
- Cooper, R. and Kleinschmidt, E. (1995), 'New product performance: Keys to success, profitability and cycle time reduction', *Journal of Marketing Management*, 11, 315–37.
- Coye, R.W. (2004), 'Managing Customer Expectations in the Service Encounter', *International Journal of Service Industry Management*, 15 (4), 54–71.
- Coyles, S. and Gokey, T.C. (2005), 'Customer retention is not enough', *Journal of Consumer Marketing*, 22 (2), 101–05.
- Cramp, B. (1996), 'Neighbourhood watch', *Marketing Business*, May, 44–7.
- Cravens, D.W. (1991), *Strategic Marketing*, 3rd edn, Chicago: Irwin.
- Cravens, D.W. (1995), 'The Changing Role of the Sales Force', *Marketing Management*, Fall, 17–32.
- Cravens, D.W., Greenley, G., Piercy, N.F. and Slater, S. (1997), 'Integrating contemporary strategic management philosophy', *Long Range Planning*, 30 (4), 493–506.
- Cravens, D.W. and Piercy, N.F. (1994), 'Relationship marketing and collaborative networks in service organizations', *International Journal of Service Industry Management*, 5 (5), 39–53.
- Cravens, D. W. and Piercy, N.F. (2006), *Strategic Marketing*, 8th edn, New York: McGraw-Hill/Irwin.
- Cravens, D.W., Piercy, N.F. and Shipp, S.H. (1996), 'New organizational forms for competing in highly dynamic environments: The network paradigm', *British Journal of Management*, 7, 203–18.
- Cravens, D.W., Shipp, S.H. and Cravens, K.S. (1993), 'Analysis of co-operative interorganizational relationships, strategic alliance formation, and strategic alliance effectiveness', *Journal of Strategic Marketing*, March, 55–70.

- Cravens, D.W., Shipp, S.H. and Cravens, K.S. (1994), 'Reforming the traditional organization: The mandate for developing networks', *Business Horizons*, July–August, 19–28.
- Cravens, K., Piercy, N. and Cravens, D.W. (2000), 'Assessing the Performance of Strategic Alliances: Matching Metrics to Strategies', *European Management Journal*, 18 (5), 529–41.
- Creyer, E. and Ross, W.T. (1997), 'The Influence of Firm Behavior on Purchase Intention: Do Consumers Really Care About Business Ethics?' *Journal of Consumer Marketing*, 14 (6), 421–8.
- Crimp, M. (1990), *The Marketing Research Process*, 3rd edn, Hemel Hempstead: Prentice Hall.
- Crimp, M. and Wright, L.T. (1995), *The Marketing Research Process*, 4th edn, Hemel Hempstead: Prentice Hall.
- Cripe, E.J. (1994), 'Upgrading the service level of HR', *Human Resources Professional*, 7 (3), 7–11.
- Croft, M. (2007), 'Training and Development: Brand Ambassadors', *Marketing Week*, 8 March, 39.
- Crosby, L.A., Evans, K.R. and Cowles, S. (1990), 'Relationship quality in services selling: an interpersonal influence perspective', *Journal of Marketing*, 54, 68–81.
- Cross, J., Hartley, S.W., Rudelius, W. and Vassey, M.J. (2001), 'Sales Force Activities and Marketing Strategies in Industrial Firms: Relationships and Implications', *Journal of Personal Selling & Sales Management*, 21 (3), 199–206.
- Crouch, S. and Housden, M. (1996), *Marketing Research for Managers*, 2nd edn, Oxford: Butterworth-Heinemann.
- Culliton, J. (1948), *The management of marketing costs*, Graduate School of Business Administration, Research Division, Harvard University, Boston, 1948.
- Cunningham, M.T. and Clarke, D.C.J. (1976), 'The product management function in marketing', *European Journal of Marketing*, 9 (2), 129–49.
- Czaplewski, A.J., Ferguson, J.M. and Milliman, J.F. (2001), 'Southwest Airlines: How Internal Marketing Pilots Success', *Marketing Management*, Sept/Oct, 14–17.
- Daily Telegraph* (1997), 'Laura Ashley may defeat superman', 27 August.
- d'Astous, A. and Boujbel, L. (2007), 'Positioning countries on personality dimensions: Scale development and implications for country marketing', *Journal of Business Research*, 60, 231–9.
- Danneels, E. (1996), 'Market segmentation: Normative model versus business reality', *European Journal of Marketing*, 30 (6), 36–51.
- Dartnell's 30th Sales Force Compensation Survey: 1998–1999*, Chicago: Dartnell Corporation.
- Davey, J. and Laurance, B. (2007), 'Trading Bright Green Ideas', *The Sunday Times*, 21 January, 3.5.
- Davidson, H. (1983), 'Putting assets first', *Marketing*, 17 November.
- Davidson, H. (1987), *Offensive Marketing*, London: Penguin Books.
- Davidson, H. (2002), *The Committed Enterprise*, Oxford: Butterworth-Heinemann.
- Dawson, L.M. (1969), 'The human concept: New philosophy for business', *Business Horizons*, December, 29–38.
- Day, G.S. (1977), 'Diagnosing the product portfolio', *Journal of Marketing*, 41 (2), 29–38.
- Day, G.S. (1992), 'Marketing's contribution to the strategy dialogue', *Journal of the Academy of Marketing Science*, 20 (4), 37–52.
- Day, G.S. (1994), 'The capabilities of market-driven organizations', *Journal of Marketing*, 58 (3), 37–52.
- Day, G.S. (1994), *Market Driven Strategy: Processes for creating value*, New York: Free Press.
- Day, G.S. (1997), 'Aligning the organization to the market', in D.R. Lehmann and K.E. Jocz, (eds), *Reflections on the Futures of Marketing*, Cambridge, MA: Marketing Science Institute.
- Day, G.S. (1999), 'Misconceptions about market orientation', *Journal of Market Focused Management*, 4 (1), 5–16.
- Day, G.S., Shocker, A.D. and Srivastava, R.K. (1979), 'Customer-oriented approach to identifying product markets', *Journal of Marketing*, 43 (4), 8–19.
- De Boer, L., Labro, E. and Morlacci, O. (2001), 'A Review of Methods Supporting Supplier Selection', *European Journal of Purchasing and Supply Management*, 7 (2), 75–89.

- de Chernatony, L. and MacDonald, M.H.B. (1992), *Creating Brands*, Oxford: Butterworth-Heinemann.
- Deise, M.V., Nowokow, C., King, P. and Wright, A. (2000), *Executive's Guide to e-Business*, New York: John Wiley & Sons.
- Delios, A., Inkpen, A.C. and Ross, J. (2004), 'Escalation in International Strategic Alliances', *Management International Review*, 44 (4), 457–79.
- Dell, M. (2007), 'Everyone Has A Choice', *Financial Times Digital Business – Special Report*, Wednesday 18 April, 1.
- Deloitte Touche (2005), *Strategic Sales Compensation Survey*, New York: Deloitte Touche Development LLC.
- de Kare-Silver, M. (1998), 'Shopping on the Net is poised to change face of retailing', *Sunday Times*, November 8.
- Deshpandé, R. (1982), 'The organizational context of marketing research use', *Journal of Marketing*, 46 (3), 91–101.
- Deshpandé, R. and Zaltman, G. (1984), 'A comparison of factors affecting researcher and manager perceptions of market research use', *Journal of Marketing Research*, 21 February, 32–8.
- Deshpandé, R. and Webster, F.E. (1989), 'Organizational Culture and Marketing: Defining the Research Agenda', *Journal of Marketing*, 53 (January), 3–15.
- Deshpandé, R., Farley, J.U. and Webster, F.E. (1993), 'Corporate culture, customer orientation and innovativeness in Japanese firms: a quadrad analysis', *Journal of Marketing*, 57, 23–27.
- Dewar, R. and Schultz, D. (1989), 'The product manager: An idea whose time has gone', *Marketing Communications*, May, 28–35.
- Dewsnap, B. and Jobber, D. (2000), 'The Sales–Marketing Interface in Consumer Packaged-Goods Companies: A Conceptual Framework', *Journal of Personal Selling & Sales Management*, 20 (2), 109–119.
- Diamantopoulos, A. and Schlegelmilch, B.B. (1997), *Taking the Fear out of Data Analysis*, London: The Dryden Press.
- Dibb, S. and Simkin, L. (1994), 'Implementation problems in industrial market segmentation', *Industrial Marketing Management*, 23, February, 55–63.
- Dickson, P.R. (1992), 'Towards a general theory of competitive rationality', *Journal of Marketing*, 56, January, 69–83.
- Dierickx, I. and Cool, K. (1989), 'Asset stock accumulation and sustainability of competitive advantage', *Management Science*, 35, 1504–51.
- Divita, S. (1996), 'Colleagues are customers, market to them', *Marketing News*, 21 October.
- Dixon, N.F. (1976), *On the Psychology of Military Incompetence*, London: Futura.
- Donaldson, T. and Preston, L.E. (1995), 'The Stakeholder Theory of the Corporation: Concepts, Evidence and Implications', *Academy of Management Review*, 29, January, 65–91.
- Donath, R. (1997), 'Marketers of Technology make Promises They Can't Keep', *Marketing News*, 13 October, 5.
- Dorsch, M.J., Scott, R., Swanson and Kelley, S.W. (1998), 'The Role of Relationship Quality in the Stratification of Vendors as Perceived by Customers', *Journal of the Academy of Marketing Science*, 26 (2), 128–42.
- Dowdy, C. (2001), 'Internal Branding', *Financial Times*, 6 November, 4.
- Doyle, P. (1994), *Marketing Management and Strategy*, Hemel Hempstead: Prentice Hall International.
- Doyle, P. (1995), 'Marketing in the new millennium', *European Journal of Marketing*, 29 (13), 23–41.
- Doyle, P. (1997), 'Go for robust growth', *Marketing Business*, April, 53.
- Doyle, P. (2000), *Value Based Marketing*, Chichester: John Wiley & Sons.
- Doyle, P. (2002), *Marketing Management and Strategy*, 3rd edn, London: Pearson Education Ltd.
- Doyle, P. and Bridgewater, S. (1998), *Innovation in Marketing*, Oxford: Butterworth-Heinemann.

- Doyle, P. and Wong, V. (1996), 'Marketing and international competitiveness: An empirical study', Proceedings of the 25th annual conference of the European Marketing Academy, May, Budapest, Hungary, 351–70.
- Doyle, P., Saunders, J.A. and Wong, V. (1986), 'A comparative study of Japanese and British marketing strategies in the UK market', *Journal of International Business Studies*, 17 (1), 27–46.
- Doyle, P. and Stern, P. (2006), *Marketing Management and Strategy*, 4th edn, Harlow: Pearson Education.
- Doz, Y.L. (1988), 'Technology partnerships between larger and smaller firms: Some critical issues', *International Studies of Management and Organization*, 17 (4), 31–57.
- Drake, S.M., Galman, M.J. and Roberts, S.M. (2005), *Light Their fire: Using Internal Marketing to Ignite Employee Performance and Wow Your Customers*, Kaplan Business.
- Drucker, P. (1954), *The Practice of Management*, New York: Harper & Row.
- Drucker, P.F. (1973), *Management: Tasks, Responsibilities and Practices*, New York: Harper & Row.
- Drucker, P. (1997), 'The future that has already happened', *Harvard Business Review*, 75 (5), 20–4.
- Drumwright, M.F. (1989), 'Socially Responsible Organizational Buying: Environmental Concerns as a Noneconomic Buying Criterion', *Journal of Marketing*, 58, July, 1–19.
- Durman, P. and Box, O. (2005), 'Cut Off', *Sunday Times*, 1 May, 3.5.
- Dwek, R. (1997), 'Losing the race', *Marketing Business*, March.
- Economist* (1994a), 'Death of the brand manager', 9 April, 79–80.
- Economist* (1994b), 'Furnishing the world', 19 November, 101.
- Economist* (1997), 'Dr Gallup's finger on America's pulse', 17 September, 133–4.
- Economist* (2001), 'Internet Pioneers: we have lift off', 3 February, 79–81.
- Egan, C. (1995), *Creating Organizational Advantage*, Oxford: Butterworth-Heinemann.
- Eisenstat, R.A. (1993), 'Implementing strategy: Developing a partnership for change', *Planning Review*, 21 (5), 33–6.
- Eisenstat, R., Foote, N., Galbraith, J. and Miller, D. (2001), Beyond the business unit, *McKinsey Quarterly*, (1), 54–63.
- Eisenhardt, K.M. and Martin, J.A. (2000), 'Dynamic Capabilities: What are they?' *Strategic Management Journal*, 21, 1105–21.
- Elgie, S.S. (1990), *Travel Problems and Opportunities – Turning adversity to advantage in the 1990s*, London: Elgie Stewart Smith.
- Ellen, P.S., Mohr, L.A. and Web, D.J. (2000), 'Charitable Programs and the Retailer: Do They Mix?', *Journal of Retailing*, 76 (3), 393–406.
- English, J. (1989), 'Selecting and analyzing your customer/market through efficient profile modeling and prospecting', *Institute of International Research Conference on Customer Segmentation and Lifestyle Marketing*, London, 11–12 December.
- Ernst, D. and Bamford, J. (2005), 'Your Alliances are too Stable', *Harvard Business Review*, June, 133–41.
- Evans, F.B. (1959), 'Psychological and objective factors in the prediction of brand choice', *Journal of Business*, 32, October, 340–69.
- Evans, P.B. and Wurster, T.S. (1997), 'Strategy and the new economics of information', *Harvard Business Review*, 75 (5), 71–82.
- Evans, P.B. and Wurster, T.S. (1999), *Blown to Bits: how the new economics of information transforms strategy*, Cambridge, MA: Harvard Business School Press.
- Fahy, J. and Hooley, G.J. (2002), 'Sustainable competitive advantage in e-business: towards a contingency perspective on the resource based view', *Journal of Strategic Marketing*, 10 (4), 1–13.
- Farley, J.U. (1997), 'Looking ahead at the marketplace: It's global and it's changing', in D.R. Lehmann and K.R. Jocz (eds), *Reflections on the Futures of Marketing*, Cambridge, MA: Marketing Science Institute.

- Farris, P.W., Bendle, N.T., Pfeifer, P.E. and Reibstein, D.J. (2006), *Marketing Metrics: 50+ Metrics Every Executive Should Master*, Upper Saddle River, NJ: Wharton School Publishing.
- Felton, A.P. (1959), 'Making the marketing concept work', *Harvard Business Review*, 37 (4), 55–65.
- Ferrell, O.C. and Lucas, G.H. (1987), 'An evaluation of progress in the development of a definition of marketing', *Journal of the Academy of Marketing Science*, 15 (3), 12–23.
- Financial Times*, 'Footing the Bill: Gates Offers \$3 Software to Poor', Friday 20 April 2007, 1.
- Financialwire* (2006), 'AT&T, Yahoo Hit 5-Year Mark With Broadband Partnership', 22 November, 1.
- Fink, R.C., Edelman, L.F. and Hatten, K.J. (2007), 'Supplier Performance Improvements in Relational Exchanges', *Journal of Business and Industrial Marketing*, 22 (1), 29–40.
- Fiol, C.M. and Lyles, M.A. (1985), 'Organisational learning', *Academy of Management Review*, 10, 803–13.
- Fishburn, D. and Green, S. (eds) (2002), *The World in 2003*, London: Economist Newspapers Ltd.
- Fisher, J.C. and Pry, R.M. (1978), 'A simple substitution model of technological change', *Technological Forecasting and Social Change*, 3 (1), 75–88.
- Fitzgerald, L., Johnston, R., Brignall, S., Silvestro, R. and Voss, C. (1991), *Performance Measurement in Service Businesses*, London: Chartered Institute of Management Accountants.
- Fitzhugh, K.L.M. and Piercy, N.F. (2006), 'Integrating Marketing Intelligence Sources: Reconsidering the Role of the Salesforce', *International Journal of Market Research*, 48, 699–716.
- Fletcher, K. (1996), *Marketing Management and Information Technology*, 2nd edn, London: Prentice-Hall International.
- Flipo, J.-P. (1986), 'Service firms: Interdependence of external and internal marketing strategies', *European Journal of Marketing*, 20 (8), 5–14.
- Forbis, J.L. and Mehta, N.T. (1981), 'Value-based strategies for industrial products', *Business Horizons*, 24 (3), 32–42.
- Foster, R.N. (1986a), *Innovation: The attacker's advantage*, London: Macmillan.
- Foster, R.N. (1986b), 'Attacking through innovation', *The McKinsey Quarterly*, Summer, 2–12.
- Frank, R.E., Massey, W.F. and Wind, Y. (1972), *Market Segmentation*, Englewood Cliffs, NJ: Prentice-Hall.
- Franks, J.R. and Broyles, J. (1979), *Modern Managerial Finance*, Chichester: Wiley.
- Friedman, L.G. (2002), *Go To Market Strategy*, Woburn MA: Butterworth-Heinemann Business Books.
- Friedman, M. (1970), 'The Social Responsibility of Business is to Increase its Profits', *New York Times Magazine*, 12 September, 122–6.
- Freedman, M. (2003), 'The Genius is in the Implementation', *Journal of Business Strategy*, March/April, 26–31.
- Frosch, R. (1996), 'The customer for R&D is always wrong!' *Research-Technology Management*, (Nov–Dec), 22–7.
- Fry, M-L. and Polonsky, M.J. (2004), 'Examining the Unintended Consequences of Marketing', *Journal of Business Research*, 57, 1303–6.
- Fulmer, W.E. and Goodwin, J. (1988), 'Differentiation: Begin with the customer', *Business Horizons*, 31 (5), 55–63.
- Galea, C. (2006), 'The Rising Tide Does It Again', *Sales and Marketing Management*, May, 30–35.
- Gapper, J. (2007), 'The Sober Side of Corporate Hospitality', *Financial Times*, Monday 26 March, 17.
- Gardner, E.S. (1985), 'Exponential smoothing: The state of the art', *Journal of Forecasting*, 4 (1), 1–28.
- Gardner, N. (1997), 'Defining your class is as easy as ABC', *The Sunday Times*, 9 February, 7.
- Gerlach, M.L. (1992), *Alliance Capitalism*, Berkeley: University of California Press.
- Gershman, M. (1991), *Getting it Right the Second Time*, London: Mercury Books.

- Gilly, M.C. and Wolfinbarger, M. (1996), *Advertising's Second Audience: Employee reactions to organizational communications*, Cambridge, MA: Marketing Science Institute.
- Glassman, M. and McAfee, B. (1992), 'Integrating the personnel and marketing functions: The challenge of the 1990s', *Business Horizons*, 35 (3), 52–9.
- Gluck, F. (1986), 'Strategic planning in a new key', *McKinsey Quarterly*, Winter, 173–83.
- Godfrey, P.C. and Hatch, N.W. (2007), 'Researching Corporate Responsibility: An Agenda for the 21st Century', *Journal of Business Ethics*, 70, 87–98.
- Gordon, W. and Langmaid, R. (1988), *Qualitative Research: A practitioners' and buyers' guide*, London: Gower.
- Gounaris, S.P. (2006), 'Internal-Market Orientation and Its Measurement', *Journal of Business Research*, 59 (4), 432–48.
- Grande, C. (2005), 'Marconi's Technology Fails the Price Test', *Financial Times*, 4 May, 23.
- Grande, C. (2007a), 'Ethical Consumption Makes Mark on Branding', *Financial Times*, Tuesday 20 February, 24.
- Grande, C. (2007b), 'Businesses Behaving Badly, Say Consumers', *Financial Times*, Tuesday 20 February, 24.
- Grant, J. (2005), 'Mr Daley's Mission: To Reach 6Bn Shoppers and Make Money', *Financial Times*, 15 July, 32.
- Grant, R. (1996), 'Message from a bottle', *Financial Mail on Sunday*, 15 December, 12.
- Grant, R.M. (1995), *Contemporary Strategy Analysis*, 2nd edn, Cambridge, MA: Basil Blackwell.
- Grant, R.M. (2005), *Contemporary Strategy Analysis*, 5th edn, Blackwell.
- Gratton, L. (1994), 'Implementing strategic intent: Human resource processes as a force for change', *Business Strategy Review*, 5 (1), 47–66.
- Green, P.E. and Wind, Y. (1975), 'New way to measure consumers' judgements', *Harvard Business Review*, 53 (4), 107–17.
- Green, P., Carroll, J. and Goldberg, S. (1981), 'A general approach to product design optimization via conjoint analysis', *Journal of Marketing*, 43, summer 1981, 17–35.
- Green, P.E., Carmone, F.J. and Smith, S.M. (1989), *Multidimensional Scaling: Concepts and applications*, Boston, MA: Allyn and Bacon.
- Green, P.E., Tull, D.S. and Albaum, G. (1993), *Research for Marketing Decisions*, 6th edn, Englewood Cliffs, NJ: Prentice Hall International.
- Greenley, G.E. and Foxall, G.R. (1996), 'Consumer and non-consumer stakeholder orientation in UK firms', *Journal of Business Research*, 35, 105–16.
- Greenley, G.E. and Foxall, G.R. (1997), 'Multiple stakeholder orientation in UK companies and the implications for company performance', *Journal of Management Studies*, 34, 259–84.
- Greyser, S.A. (1997), 'Janus and marketing: The past, present and prospective future of marketing', in D.R. Lehmann and K.R. Jocz (eds), *Reflections on the Futures of Marketing*, Cambridge, MA: Marketing Science Institute.
- Gribben, R. (1997), 'BA has secret global deal, claims Branson', *The Daily Telegraph*, 20 August, 6.
- Gronhaug, K. and Gilly, M.C. (1991), 'A transaction cost approach to consumer dissatisfaction and complaint actions', *Journal of Economic Psychology*, 12, 165–83.
- Grönroos, C. (1984), *Strategic Management and Marketing in the Service Sector*, London: Chartwell-Bratt.
- Grönroos, C. (1985), 'Internal marketing – theory and practice', in T.M. Bloch, G.D. Upah and V.A. Zeithaml (eds), *Services Marketing in a Changing Environment*, Chicago: American Marketing Association.
- Grönroos, C. (1994), 'From marketing mix to relationship marketing: Towards a paradigm shift in marketing', *Management Decision*, 32 (2), 4–32.
- GroupFMI (2001), *Website Visitor Analysis – Statistics or Intelligence?* www.groupfmi.com, November.
- Gubman, E.L. (1995), 'Aligning people strategies with customer value', *Compensation and Benefits Review*, 27 (1), 15–22.

- Gulati, R., Sytch, M. and Mehotra, P. (2007), 'Preparing for the Exit: When Forming a Business Alliance, Don't Ignore One of the Most Crucial Ingredients: How To Break Up', *Wall Street Journal (Special Report)*, 3 March, R1.
- Gummesson, E. (1987), 'The new marketing – developing long-term interactive relationships', *Long Range Planning*, 20 (4), 10–20.
- Gummesson, E. (1987), 'Using internal marketing to develop a new culture – the case of Ericsson quality', *Journal of Business and Industrial Marketing*, 2 (3), 23–8.
- Gummesson, E. (1990), *The Part-Time Marketer*, University of Karlstad, Research Report. 90:3.
- Gummesson, E. (1994), 'Service management: An evaluation and the future', *International Journal of Service Industry Management*, 5 (1), 77–96.
- Gummesson, E. (1999), *Total Relationship Marketing*, Oxford: Butterworth-Heinemann.
- Gupta, A.K., Raj, S.P. and Wilemon, D. (1986), 'A model for studying R&D/Marketing interface in the product innovation process', *Journal of Marketing*, 50, 7–17.
- Haeckel, S. (1997), 'Preface', in D.R. Lehmann and K.R. Jocz (eds), *Reflections on the Futures of Marketing*, Cambridge, MA: Marketing Science Institute.
- Hair, J.F., Anderson, R.E., Tatham, R.L. and Black, W.C. (1998), *Multivariate Data Analysis*, 5th edn, London: Prentice Hall International.
- Haley, R.I. (1968), 'Benefit segmentation: A decision-oriented tool', *Journal of Marketing*, July, 30–5.
- Haley, R.I. (1984), 'Benefit segmentation – 20 years on', *Journal of Consumer Marketing*, 5–13.
- Hall, R. (1992), 'The strategic analysis of intangible resources', *Strategic Management Journal*, 13, 135–44.
- Hall, R. (1993), 'A framework for linking intangible resources and capabilities to sustainable competitive advantage', *Strategic Management Journal*, 14, 607–18.
- Hall, W. (1995), *Managing Cultures: Making strategic relationships work*, Chichester: John Wiley.
- Hall, W.A.K. (1980), 'Survival strategies in a hostile environment', *Harvard Business Review*, 58 (5), 75–85.
- Hamel, G. (1996), 'Strategy as revolution', *Harvard Business Review*, 74 (4), 9–82.
- Hamel, G. and Prahalad, C.K. (1989), 'Strategic intent', *Harvard Business Review*, 67 (3), 63–76.
- Hamel, G. and Prahalad, C.K. (1991), 'Corporate imagination and expeditionary marketing', *Harvard Business Review*, 69 (4), 81–92.
- Hamel, G. and Prahalad, C.K. (1994), *Competing for the Future*, Boston, MA: Harvard Business School Press.
- Hammermesh, R.G., Anderson, M.J. and Harris, J.E. (1978), 'Strategies for low market share businesses', *Harvard Business Review*, 50 (3), 95–102.
- Han, J.K., Kim, N. and Srivastava, R.K. (1998), 'Market orientation and organizational performance: is innovation the missing link?', *Journal of Marketing*, 62, 30–45.
- Harris, L.C. (1996), 'Cultural obstacles to market orientation', *Journal of Marketing Practice: Applied Marketing Science*, 4 (2), 36–52.
- Harris, L.C. (1998), 'Cultural domination: The key to a market oriented culture', *European Journal of Marketing*, 32 (3/4), 354–73.
- Harrison, J.S. and St John, C.H. (1994), *Strategic Management of Organizations and Stakeholders*, St Paul: West.
- Hart, C.W.L., Heskett, J.L. and Sasser, W.E. (1990), 'The profitable art of service recovery', *Harvard Business Review*, 68 (2), 148–56.
- Hart, S. (2005), *Capitalism at the Crossroads: The Unlimited Business Opportunities in Solving the World's Most Difficult Problems*, Wharton School Publishing.
- Harvey, F. (2005), 'GE Looks Out for a Cleaner Profit', *Financial Times*, Friday 1 July, 13.
- Harvey, F. and Fidler, S. (2007), 'Industry Caught in "Carbon Credit" Smokescreen', *Financial Times*, Thursday 26 April, 1.

References

- Haspelslagh, P. (1982), 'Portfolio planning: Uses and limits', *Harvard Business Review*, 60 (1), 58–73.
- Hathi, S. (2007), 'Using Blogs to Involve', *Strategic Communication Management*, Feb/Mar, 8.
- Hayes, R. and Abernathy, W. (1980), 'Managing our way to economic decline', *Harvard Business Review*, 1 July.
- He, H-W and Balmer, J.M.T. (2006), 'Alliance Brands: Building Corporate Brands Through Strategic Alliances?', *Journal of Brand Management*, 13 (4/5), 242–56.
- Hedley, B. (1979), 'Strategy and the business portfolio', *Long Range Planning*, 10 (1), 9–15.
- Heineman, R.W. Jnr (2007), 'Avoiding Integrity Land Mines', *Harvard Business Review*, April, 100–108.
- Helfat, C.E. and Peteraf, M.A. (2003), 'The dynamic resource-based view: Capability lifecycles', *Strategic Management Journal*, 24, 997–1010.
- Helfat, C.E., Finkelstein, S., Mitchell, W., Peteraf, M.A., Singh, H., Teece, D.J. and Winter, S.G. (2007), *Dynamic Capabilities: Understanding Change in Organisations*, Oxford: Blackwell Publishing.
- Henderson, B. (1970), *The Product Portfolio*, Boston, MA: The Boston Consulting Group.
- Henriques, I. and Sadorsky, P. (1999), 'The Relationship Between Environmental Commitment and Managerial Perceptions of Stakeholder Importance', *Academy of Management Journal*, 42 (1), 89–99.
- Hill, R. (1979), 'Weak signals from the unknown', *International Management*, 34 (10), 55–60.
- Hille, K. (2007), 'The Race for the \$100 Laptop', *Financial Times*, 9 April, 8.
- Hindle, T. and Thomas, M. (1994), *Pocket Marketing*, 2nd edn, Harmondsworth: The Economist Books.
- Hogarth, R.M. (1978), 'A note on aggregating opinions', *Organizational Behavior and Human Performance*, 21 (1), 40–6.
- Homburg, C. and Pflesser, C. (2000), 'A multiple layer model of market-oriented organizational culture: measurement issues and performance outcomes', *Journal of Marketing Research*, 37, 449–62.
- Homburg, C., Workman, J.P. and Jensen, O. (2000), 'Fundamental Changes in Marketing Organization: The Movement Toward A Customer-Focused Organizational Structure', *Journal of the Academy of Marketing Science*, 28 (4), 459–78.
- Homburg, C., Workman, J.P. and Jensen, O. (2002), 'A Configurational Perspective on Key Account Management', *Journal of Marketing*, April, 38–60.
- Hooley, G.J. (1980), 'Multidimensional scaling of consumer perceptions and preferences', *European Journal of Marketing*, 14 (7), 436–80.
- Hooley, G.J. (1982), 'Directing advertising creativity through benefit segmentation', *Journal of Advertising*, 1, 375–85.
- Hooley, G.J. (1994), 'The life cycle revisited – aid or albatross?', *Journal of Strategic Marketing*, 3 (1), 23–40.
- Hooley, G.J., Cox, A.J. and Adams, A. (1992), 'Our five year mission – to boldly go where no man has gone before', *Journal of Marketing Management*, 8 (1), 35–48.
- Hooley, G.J., Greenley, G., Cadogan, J.W. and Fahy J. (2005), 'The performance impact of marketing resources', *Journal of Business Research*, 58 (1), 18–27.
- Hooley, G.J. and Beracs, J. (1997), 'Marketing strategies for the 21st century: Lessons from the top Hungarian companies', *Journal of Strategic Marketing*, 5 (3), 143–65.
- Hooley, G.J., Lynch, J.L. and Shepard, J. (1990), 'The marketing concept: Putting the theory into practice', *European Journal of Marketing*, 7–23.
- Hooley, G.J., Möller, K. and Broderick, A.J. (1998), 'Competitive Positioning and the Resource Based View of the Firm', *Journal of Strategic Marketing*, 6 (2), 97–115.
- Hooley, G.J., Greenley, G.E., Attia, S. and Fahy, J. (2001), 'Creating sustainable competitive positions in e-business: up the Amazon.com without a paddle?', Proceedings European Marketing Academy Conference, Bergen, Norway.

- Hooley, G.J., Cox, A.J., Shipley, D., Fahy, J., Beracs, J. and Kolos, K. (1996), 'Foreign direct investment in Hungary: Resource acquisition and domestic competitive advantage', *Journal of International Business Studies*, 27 (4), 683–709.
- Hooley, G.J., Fahy, J., Cox, A.J., Beracs, J., Fonfara, K. and Snoj, B. (2000), 'Market orientation in the transition economies of central Europe', *Journal of Business Research*, 50 (3), 273–85.
- Hooley, G.J. and Hussey, M.K. (eds) (1999), *Quantitative Methods in Marketing*, 2nd edn, London: Thomson Press.
- Hrebiniak, L.G. (2006), 'Obstacles to Effective Strategy Implementation', *Organizational Dynamics*, 35 (1), 12–31.
- Huber, G.P. (1984), 'The nature and design of post-industrial organizations', *Administrative Science Quarterly*, August, 928–51.
- Huber, G.P. (1991), 'Organisational learning: the contributing processes and the literatures', *Organizational Science*, 2, 88–115.
- Hulbert, J.M. and Pitt, L. (1996), 'Exit left centre stage', *European Management Journal*, 14 (1), 47–60.
- Hulbert, J.M., Capon, N. and Piercy, N.F. (2003), *Total Integrated Marketing: Breaking the Bounds of the Function*, New York: The Free Press.
- Hussey, M.K. and Hooley, G.J. (1995), 'The diffusion of quantitative methods into marketing management', *Journal of Marketing Practice: Applied Marketing Science*, 1 (4), 13–31.
- IBM (2005), *The Strategic Agenda for Customer Management in the Consumer Products Industry*, New York: IBM Institute for Business Value Executive Brief.
- Imai, M. (1986), *KAIZEN: The key to Japan's competitive success*, Maidenhead: McGraw-Hill.
- Imparato, N. and Harari, O. (1994), *Jumping the Curve: Innovation and strategic choice in an age of transition*, San Francisco: Jossey-Bass.
- Ingram, T.N., LaForge, R.W. and Leigh, T.W. (2002), 'Selling in the New Millennium: A Joint Agenda', *Industrial Marketing Management*, 31, 559–67.
- IRS *Employment Review* (1996), 'HRM is not part of strategic decision making', September, 4.
- Jack, A. (2007), 'Beyond Charity? A New Generation Enters the Business of Doing Good', *Financial Times*, Thursday 5 April, 13.
- Jackson, S. (2007), 'Market share is not enough: Why strategic market positioning works', *The Journal of Business Strategy*, 28 (1), 18–25.
- Jackson, T. (1997), 'Dare to be different', *Financial Times*, 19 June.
- Jain, S.C. (1985), *Marketing Planning and Strategy*, 2nd edn, Cincinnati, OH: South Western.
- Jain, S.C. (1990), *Marketing Planning and Strategy*, 3rd edn, Cincinnati, OH: South Western.
- James, B.J. (1984), *Business Wargames*, London: Abacus.
- James L., Heskett J.L., Sasser W.E., Jr and Schlesinger L.L. (2007), *The Value Profit Chain: Treat Employees Like Customers and Customers Like Employees*, New York: The Free Press.
- Janal, D. (2000), *Dan Janal's Guide to Marketing on the Internet*, New York: Wiley.
- Janda, S. and Seshandri, S. (2001), 'The Influence of Purchasing Strategies on Performance', *Journal of Business and Industrial Marketing*, 16 (4), 294–306.
- Japan Corporate News Network* (2006), 'Honda and Hong Kong Disneyland Form Strategic Alliance', 12 July, 1.
- Jaworski, B.J. and Kohli, A.K. (1993), 'Market Orientation: Antecedents and Consequences', *Journal of Marketing*, 57, July, 53–70.
- Jobber, D. (2001), *Principles and Practice of Marketing*, 3rd edn, London: McGraw Hill.
- Jobber, D., Saunders, J.A., Hooley, G.J., Guilding, B. and Hatton-Smooker, J. (1989), 'Assessing the value of a quality assurance certificate for software: An exploratory investigation', *MIS Quarterly*, March, 18–31.
- John, G. and Martin, J. (1984), 'Effects of organizational structure of marketing planning on credibility and utilization of plan output', *Journal of Marketing Research*, 21 May, 170–83.
- Johnson, G. and Scholes, K. (1988), *Exploring Corporate Strategy*, 2nd edn, Hemel Hempstead: Prentice Hall International.

References

- Johnson, L.K. (2006), 'Harnessing the Power of the Customer', *Harvard Management Update*, November.
- Jones, T.M. (1995), 'Instrumental Stakeholder Theory: A Synthesis of Ethics and Economics', *Academy of Management Review*, 20 (2), 404–37.
- Jones, T.O. and Sasser, W.E. (1995), 'Why satisfied customers defect', *Harvard Business Review*, 73 (6), 88–99.
- Jones, E., Brown, S.P., Zoltners, A.A. and Weitz, B.A. (2005), 'The Changing Environment of Selling and Sales Management', *Journal of Personal Selling & Sales Management*, 25 (2), 105–111.
- Kale, P., Singh, H. and Perlmutter, H. (2000), 'Learning and Protection of Proprietary Assets in Strategic Alliances: Building Relational Capital', *Strategic Management Journal*, 21, 217–37.
- Kalligianis, K., Iatrou, K. and Mason, K. (2006), 'How Do Airlines Perceive That Strategic Alliances Affect Their Individual Branding?', *Journal of Air Transportation*, 11 (2), 3–21.
- Kanner, B. (1996), 'In search of brand loyalty', *Sunday Business*, 30 June, 11.
- Kapelianis, D., Walker, B.A., Hutt, M.D. and Kumar, A. (2005), 'Those Winning Ways: The Role of Competitive Crafting in Complex Sales', Working Paper, Arizona State University.
- Kaplan, R.S. and Norton, D.P. (1996), *Translating Strategy Into Action: The Balanced Scorecard*, Boston MA: Harvard Business School Press.
- Kay, J. (1993), *Foundations of Corporate Success*, Oxford: Oxford University Press.
- Keegan, J. (1993), *A History of Warfare*, London: Hutchinson.
- Keith, R.J. (1960), 'The marketing revolution', *Journal of Marketing*, 24 (1), 35–8.
- Keller, S.B., Lynch, D.F., Ellinger, A.E., Ozment, J. and Calantone, R. (2006), 'The Impact of Internal Marketing Efforts in Distribution Service Operations', *Journal of Business Logistics*, 27 (1), 109–139.
- Kelly, K. (1998), *New rules for the new economy: 10 radical strategies for the connected world*, New York: Viking Press.
- Kerrigan, R., Roegner, E.V., Swinford, D.D. and Zawada, C.C. (2001), 'B2Basics', *McKinsey Quarterly*, (1), 45–53.
- Khoo, P.C. (1992), *Sun Tzu and Management*, Petaling Jaya, Malaysia: Pelanduk.
- Khosla, V., quoted in Taylor, R. (1999), 'Shaping the Future with Nothing but Ideas', *Financial Times*, July 19.
- Kilmann, R.H. (1996), 'Management learning organisations: enhancing business education for the 21st Century', *Management Learning*, 27, 203–38.
- King, S. (1985), 'Has marketing failed or was it never really tried?', *Journal of Marketing Management*, 1 (1), 1–19.
- Kinnear, T.C., Taylor, J.R. and Ahmed, S.A. (1974), 'Ecologically concerned consumers: Who are they?', *Journal of Marketing*, 38 (2), 20–4.
- Knight, R. (2006), 'Business Students Portrayed as Ethically Minded in Study', *Financial Times*, Wednesday 25 October, 9.
- Koerner, LaVan (2005), 'Conducting an Organizational Assessment of your SAM Programme', Presentation at Strategic Account Management Association Conference, Paris.
- Kohli, A.K. and Jaworski, B.J. (1990), 'Market orientation: The construct, research propositions and managerial implications', *Journal of Marketing*, 54 (2), 1–18.
- Kotha, S. (1998), 'Competing on the Internet: the case of Amazon.Com', *European Management Journal*, 16 (2), 212–22.
- Kotler, P. and Levy, S. (1969), 'Broadening the Concept of Marketing', *Journal of Marketing*, 33, January, 10–15.
- Kotler, P.C. (1978), 'Harvesting strategies for weak products', *Business Horizons*, 21 (4), 15–22.
- Kotler, P.C. (1997), *Marketing Management: Analysis, planning, implementation and control*, 9th edn, Hemel Hempstead: Prentice Hall International.
- Kotler, P.C. and Singh, R. (1981), 'Marketing warfare in the 1980s', *Journal of Business Strategy*, 1 (3), 30–41.

- Kotler, P.C., Fahey, L. and Jatusritpitak, S. (1985), *The New Competition*, Hemel Hempstead: Prentice Hall.
- Kotler, P.C., Gregor, W. and Rogers, W. (1989), 'The marketing audit comes of age', *Sloan Management Review*, 18 (2), 49–62.
- Kotler, P.C., Armstrong, G., Saunders, J.A. and Wong, V. (1996), *Principles of Marketing: the European Edition*, Hemel Hempstead: Prentice Hall.
- Kotler, P. and Keller, K.L. (2007), *A Framework for Marketing Management*, 3rd edn, Pearson/Prentice Hall.
- Krohmer, H., Homburg, C. and Workman, J.P. (2002), 'Should Marketing Be Cross-Functional? Conceptual Development and International Empirical Evidence', *Journal of Business Research*, 35, 451–65.
- Kruskal, J.B., Young, F.W. and Seery, J.B. (1973), 'How to use KYST: A very flexible program to do multidimensional scaling', Multidimensional Scaling Program Package of Bell Laboratories, Murray Hill, NJ: Bell Laboratories.
- Lafferty, B.A. and Hult, G.T.M. (2001), 'A synthesis of contemporary market orientation perspectives', *European Journal of Marketing*, 35 (1/2), 92–109.
- Laing, H. (1991), *Brand Advertising Targeting System*, London: Laing Henry.
- Lambert, D.M., Marmorstein, H. and Sharma, A. (1990), 'Industrial Salespeople As A Source of Market Information', *Industrial Marketing Management*, 17, May, 111–8.
- Lambert, D.M., Emmelhainz, M.A. and Gardner, J.T. (1996), 'So you think you want to be a partner?', *Marketing Management*, Summer, 25–41.
- Langerak, F. (2001), 'Effects of Market Orientation on the Behaviours of Salespersons and Purchasers, Channel Relationships and the Performance of Manufacturers', *International Journal of Research in Marketing*, 18, 221–34.
- Lattice, J. (1996), 'Blue's legend', *Sunday Business*, 21 April.
- Lawrence, M.J., Edmundson, R.H. and O'Connor, M.J. (1985), 'An examination of the accuracy of judgmental extrapolation of time series', *International Journal of Forecasting*, 1 (1), 23–35.
- Lehmann, D.R. and Jocz, K.E. (eds) (1997), *Reflections on the Futures of Marketing*, Cambridge, MA: Marketing Science Institute.
- Lehmann, D.R. and Winer, R.S. (1991), *Analysis for Marketing Planning*, 2nd edn, Homewood, IL: Irwin.
- Leigh, T.W. and Marshall, G.W. (2001), 'Research Priorities in Sales Strategy and Performance', *Journal of Personal Selling & Sales Management*, 21, Spring, 83–94.
- Leonard-Barton, D. (1992), 'Core capabilities and core rigidities: A paradox in managing new product development', *Strategic Management Journal*, 13 (Summer Special Issue), 111–25.
- Leppard, J. and McDonald, M.H.B. (1987), 'A reappraisal of the role of marketing planning', Proceedings: Marketing Education Group Conference, Warwick, July.
- Levitt, T. (1960), 'Marketing Myopia', *Harvard Business Review*, July–August, 45–56.
- Levitt, T. (1975), 'Marketing myopia – Retrospective commentary', *Harvard Business Review*, 53 (5), 177–81.
- Levitt, T. (1986), *The Marketing Imagination*, New York: The Free Press.
- Levy, R. (1999), *Give and Take*, Cambridge, MA: Harvard Business School Press.
- Lewis, B. (1989), 'Customer care in service organizations', *Marketing Intelligence and Planning*, 7 (5/6), 18–22.
- Liddell Hart, B.H. (1972), *History of the First World War*, London: Pan.
- Liddell Hart, B.H. (1973), *History of the Second World War*, London: Pan.
- Lilien, G.L. and Kotler, P.C. (1983), *Marketing Decision Making: A model-building approach*, London: Harper & Row.
- Lilien, G.L., Kotler, P. and Moorthy, K.S. (1992), *Marketing Models*, Hemel Hempstead: Prentice Hall International.
- Lim, K. (2006), 'Gap to Open First Stores in Asia Outside Japan by End of the Year', *Wall Street Journal*, 2 August.

- Lin, Y.S.L. (1990), 'Comparison of survey response among Asian, European and American consumers and their interpretations', *ESOMAR Conference Proceedings*, Venice, June, 120–32.
- Lings, I.N. and Greenley, G.E. (2005), 'Measuring Internal Market Orientation', *Journal of Service Research*, 7 (3), 290–305.
- Lippman, S. and Rumelt, R.P. (1982), 'Uncertain inimitability: an analysis of inter-firm differences in efficiency under competition', *Bell Journal of Economics*, 13, 418–53.
- Little, J.D.C. (1979), 'Decision support systems for marketing management', *Journal of Marketing*, 43 (3), 9–26.
- Lombardi, L.J. (2005), 'Managing Strategic Customer Relationships as Assets', *LIMRA'S Market Facts Quarterly*, 24 (1), 23–5.
- Lusch, R.F., Vargo, S.L. and Malter, A.J. (2006), 'Marketing as Service Exchange: Taking a leadership role in global marketing management', *Organisational Dynamics*, 35 (3), 264–78.
- MacDonald, M. (1984), *Marketing Plans*, London: Heinemann.
- Mackintosh, J. (2005), 'VW Takes a Hard Line With Parts Suppliers', *Financial Times*, 24 June, 30.
- Mackintosh, J. and Simon, B. (2005), 'Ford to Focus on Business from "Key Suppliers"', *Financial Times*, 30 September, 32.
- Mackenzie, M. and Beales, R. (2007), 'Cantor Fitzgerald Appoints Ethics Czar', *Financial Times*, 14/15 April, 13.
- Magretta, J. (1999), *Managing in the New Economy*, Cambridge MA: Harvard Business School Press.
- Mahadevan, B. (2000), 'Business models for internet-based e-commerce: an anatomy', *California Management Review*, 42 (4), 55–69.
- Mahoney, J.T. (1995), 'The management of resources and the resource of management', *Journal of Business Research*, 33 (2), 91–101.
- Mahoney, J.T. and Pandian, J.R. (1992), 'The resource based view of the firm within the conversation of strategic management', *Strategic Management Journal*, 13, 363–80.
- Maier, J. and Saunders, J.A. (1990), 'The implementation of segmentation in sales management', *The Journal of Personal Selling and Sales Management*, 10 (1), 39–48.
- Maignan, I., Ferrell, O.C. and Hult, G.T.M. (1999), 'Corporate Citizenship: Cultural Antecedents and Business Benefits', *Journal of the Academy of Marketing Science*, 27 (4), 455–69.
- Maignan, I. and Ferrell, O.C. (2004), 'Corporate Social Responsibility and Marketing: An Integrative Framework', *Journal of the Academy of Marketing Science*, 32 (1), 3–19.
- Maignan, I., Ferrell, O.C. and Ferrell, L. (2005), 'A Stakeholder Model for Implementing Social Responsibility in Marketing', *European Journal of Marketing*, 39 (9/10), 956–77.
- Maitland, A. (2006), 'The Frustrated Will to Act for Public Good', *Financial Times*, Wednesday 25 January, 15.
- Makridakis, S., Chatfield, C., Hibon, M., Lawrence, M., Mills, T., Ord, K. and Simmons, L. (1993), 'The M2 competition: A real-time judgmentally based forecasting study', *International Journal of Forecasting*, 9 (1), 5–22.
- Market Research Society (annual), *Organisations Providing Marketing Research Services in the UK*, MRS.
- Marketing Business* (1997a), 'Marketing prefers navel gazing to NPD', March, 6.
- Marketing Business* (1997b), 'Marketplace', March.
- Marketing Week* (2001), 'Sorrell Starts Internal Marketing Acquisitions Drive', 12 July, 10.
- Marketing Week* (2003), 'Survey Reveals "Inadequate" State of Internal Marketing', 3 July, 8.
- Markowitz, H. (1952), 'Portfolio selection', *Journal of Finance*, 7 (2), 77–91.
- Maunder, S., Harris, A., Bamford, J., Cook, L. and Cox, A. (2005), 'O₂: It only Works if it Works – how troubled BT Cellnet was transformed into thriving O₂', in Hoard, A. (ed.) *Advertising Works 13: Proving the Effectiveness of Marketing Communications*, Henley-on-Thames: World Advertising Research Centre.

- Mazur, L. (1996), 'Brands', *Marketing Business*, November, 16.
- Mazur, L. (2000), 'The Changing Face of Sales', *Marketing Business*, May, 31.
- McDowell, C. (1996), 'Aligning work force capabilities with business strategies', *Human Resource Professional*, 9 (5), 3–5.
- McKee, D. and Varadarajan, P.R. (1995), 'Introduction: Special issue on sustainable competitive advantage', *Journal of Business Research*, 33 (2), 77–9.
- McKitterick, J.B. (1957), 'What is the marketing management concept?', Proceedings: AMA Teachers' Conference, Philadelphia.
- McLeod, J. (1985), 'Marketing information systems: A review paper', *Quarterly Review of Marketing*, 10 (3).
- McNerney, D. (1994), 'Competitive advantage: Diverse customers and stakeholders', *HR Focus*, 71 (6), 9–10.
- Menguc, B. and Auh, S. (2006), 'Creating firm-level dynamic capability through capitalising on market orientation and innovativeness', *Journal of the Academy of Marketing Science*, 34 (1), 63–73.
- Menon, A. and Menon, A. (1997), 'Enviropreneurial Marketing Strategy: The Emergence of Corporate Environmentalism as Marketing Strategy', *Journal of Marketing*, 61, January, 51–67.
- Micolo, A.M. (1993), 'Suggestions for achieving a strategic partnership', *HR Focus*, 70 (9), 22.
- Miles, R.E. and Snow, C.C. (1984), 'Fit, failure, and the Hall of Fame', *California Management Review*, Spring, 10–28.
- Miller, A.I. (1996), *Insight of Genius*, New York: Springer-Verlag.
- Miller, D. (2002), 'Successful Change Leaders: What Makes Them? What Do They Do That Is Different?' *Journal of Change Management*, 2 (4), 359–68.
- Millman, T. and Wilson, K. (1989), 'Processual Issues in Key Account Management: Underpinning the Customer-Facing Organization', *Journal of Business & Industrial Marketing*, 14 (4), 328–37.
- Mingo, J. (1994), *How the Cadillac Got its Fins*, New York: HarperCollins.
- Mintzberg, H. (1994), 'The fall and rise of strategic planning', *Harvard Business Review*, 72 (1), 107–14.
- Mitchell, A. (1994a), 'The people factor', *Marketing Business*, October, 24–7.
- Mitchell, A. (1994b), 'The revolution within', *Marketing Business*, December, 22–5.
- Mitchell, A. (1995), 'Changing channels', *Marketing Business*, February, 10–13.
- Mitchell, A. (1997a), 'Speeding up the process', *Marketing Business*, March.
- Mitchell, A. (1997b), 'Stargazing', *Marketing Business*, June, 32–5.
- Mitchell, R.K., Agle, B.R. and Wood, D.J. (1997), 'Toward a theory of stakeholder identification and salience: defining the principle of who and what really counts', *Academy of Management Review*, 22, 853–86.
- Möller, K. and Anttila, M. (1987), 'Marketing capability: A key success factor in small business?', *Journal of Marketing Management*, 3 (2), 185–203.
- Montgomery, D.B. and Webster, F.E. (1997), 'Marketing's Interfunctional Interfaces: The MSI Workshop on Management of Corporate Fault Zones', *Journal of Market-Focused Management*, 2, 7–26.
- Moon, Y. (2005), 'Break Free from the Product Life Cycle', *Harvard Business Review*, May, 87–94.
- Moore, G.A. (1991), *Crossing the Chasm*, New York: HarperCollins.
- Moore, G.A. (2004), 'Innovating within established enterprises', *Harvard Business Review*, July–August, 86–92.
- Moore, G.A. (2006), *Dealing with Darwin: How great companies innovate at every phase of their evolution*, Chichester: Capstone.
- Moores, B. (1986), *Are They Being Served?*, Oxford: Philip Alan.
- Morgan, R.E., Katsikeas, C.S. and Appiah-Adu, K. (1998), 'Market orientation and organizational learning', *Journal of Marketing Management*, 14, 353–81.

References

- Morgan, R.E. (2004), 'Business Agility and Internal Marketing', *European Business Review*, 16 (5), 464–72.
- Morgan, R.M. and Hunt, S.D. (1994), 'The commitment–trust theory of relationship marketing', *Journal of Marketing*, 58 (3), 20–38.
- Morrison, A. and Wensley, R. (1991), 'Boxing up or boxed in?: A short history of the Boston Consulting Group Share-Growth Matrix', *Journal of Marketing Management*, 7 (2), 105–30.
- Morrison, S. and Waters, R. (2005), 'Time Comes to "Think Different"', *Financial Times*, 7 June 2005, 25.
- Moutinho, L. (1991), *Problems in Marketing*, London: Paul Chapman Publishing.
- Murphy, J. (1991), *Brand Valuation*, 2nd edn, London: Business Books Ltd.
- Murphy, P.E. and Staples, W.A. (1979), 'A modernized family life cycle', *Journal of Consumer Research*, June, 12–22.
- Narayanda, D. (2005), 'Building Loyalty in Business Markets', *Harvard Business Review*, September 2005.
- Narver, J.C. and Slater, S.F. (1990), 'The effect of a market orientation on business profitability', *Journal of Marketing*, 54 (4), 20–35.
- Norusis, M.J. (1992), *SPSS for Windows*, Release 5.0, Chicago: SPSS Inc.
- O'Brien, N. and Ford, J. (1988), 'Can we at last say goodbye to social class?', *Journal of Market Research Society*, 16 (2), 43–51.
- O'Shaughnessy, J. (1992), *Explaining Buyer Behavior*, Oxford: Oxford University Press.
- O'Shaughnessy, J. (1995), *Competitive Marketing*, 3rd edn, London: Routledge.
- Ogbuchi, A.O. and Sharma, V.M. (1999), 'Redefining Industrial Salesforce Roles in a Changing Environment', *Journal of Marketing Theory and Practice*, 7 (1), 64–71.
- Ogden, S. and Watson, R. (1999), 'Corporate performance and stakeholder management: balancing shareholder and customer interests in the UK privatized water industry', *Academy of Management Journal*, 42, 526–38.
- Ohmae, K. (1982), *The Mind of the Strategist*, Harmondsworth: Penguin Books.
- Ohmae, K. (1990), *The Borderless World*, New York: Harper Business.
- Olins, R. (1997a), 'Wilting', *The Sunday Times*, 24 August, 3.
- Olins, R. (1997b), 'W.H. Smith stalls on the road to nowhere', *The Sunday Times*, 31 August, 5.
- Olson, E.M. (1993), 'The marketing/manufacturing relationship within the new product development process', Proceedings, American Marketing Association Educators' Conference, Chicago, 4, 280–6.
- Olson, E.M., Cravens, D.W. and Slater, S.F. (2001), 'Competitiveness and Sales Management: A Marriage of Strategies', *Business Horizons*, March/April, 25–30.
- Oxx, C. (1972), 'Psychographics and life style', *Admap*, October, 303–5.
- Ozretic-Dosen, D., Skare, V. and Krupka, Z. (2007), 'Assessments of country of origin and brand cues in evaluating a Croatia, western and eastern European food product', *Journal of Business Research*, 60 (2), 130–6.
- Palazzo, G. and Richter, U. (2005), 'CSR Business As Usual? The Case of the Tobacco Industry', *Journal of Business Ethics*, 61, 387–401.
- Pansiri, J. (2005), 'The Influence of Managers' Characteristics and Perceptions in Strategic Alliance Practice', *Management Decision*, 43 (9), 1097–1113.
- Parasuraman, A. and Colby, C.L. (2001), *Techno-Ready Marketing: How and Why Your Customers Adopt Technology*, New York: Free Press.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985), 'A conceptual model of service quality and the implications for further research', *Journal of Marketing*, Fall, 41–50.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988), 'SERVQUAL: A multiple-item scale for measuring customer perceptions of service quality', *Journal of Retailing*, 64 (1), 12–40.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1994), 'Reassessment of expectations as a comparison standard in measuring service quality: implications for further research', *Journal of Marketing*, 58 (1), 111–24.

- Pardo, C. (1997), 'Key Account Management in the Business to Business Field: The Key Account's Point of View', *Journal of Personal Selling & Sales Management*, 17 (4), 17–26.
- Payne, A. (1993), *The Essence of Services Marketing*, London: Prentice Hall.
- Payne, A. (ed.) (1995), *Advances in Relationship Marketing*, London: Kogan Page.
- Payne, A., Christopher, M., Clark, M. and Peck, H. (1995), *Relationship Marketing for Competitive Advantage*, Oxford: Butterworth-Heinemann.
- Payne, A. and Frow, P. (2005), 'A strategic framework for customer relationship management', *Journal of Marketing*, October, 167–76.
- Peppers, D. and Rogers, M. (1993), *The One-to-One Future*, London: Piatkus.
- Perrien, J. and Ricard, L. (1995), 'The meaning of a marketing relationship', *Industrial Marketing Management*, 24 (1), 37–43.
- Perrien, J., Filiatraut, P. and Line, R. (1993), 'The implementation of relationship marketing in commercial banking', *Industrial Marketing Management*, 22 (2), 141–8.
- Peters, T. (1987), *Thriving on Chaos*, London: Macmillan.
- Peters, T. and Waterman, R. (1982), *In Search of Excellence*, New York: Harper and Row.
- Pfeffer, J. (1994), 'Competitive advantage through people', *California Management Review*, 36 (2), 9–28.
- Piercy, N.F. (1995), 'Customer satisfaction and the internal market: Marketing our customers to our employees', *Journal of Marketing Practice: Applied Marketing Science*, 1 (1), 22–44.
- Piercy, N.F. (1997), *Market-Led Strategic Change: Transforming the process of going to market*, 2nd edn, Oxford: Butterworth-Heinemann.
- Piercy, N.F. (2002), *Market-Led Strategic Change: A Guide To Transforming the Process of Going To Market*, 3rd edn, Oxford: Butterworth-Heinemann.
- Piercy, N.F. and Cravens, D.W. (1996), 'The network paradigm and the marketing organization', *European Journal of Marketing*, 29 (3), 7–34.
- Piercy, N.F. and Lane, N. (1996), 'Marketing Implementation: Building and sustaining a real market understanding', *Journal of Marketing Practice: Applied Marketing Science*, 2 (3), 15–18.
- Piercy, N.F. and Morgan, N.A. (1991), 'Internal marketing strategy: Leverage for managing market-led strategic change', *Irish Marketing Review*, 4 (3), 11–28.
- Piercy, N.F. and Morgan, N.A. (1993), 'Strategic and operational market segmentation: A managerial analysis', *Journal of Strategic Marketing*, 1, 123–40.
- Piercy, N.F., Cravens, D.W. and Morgan, N.A. (1997), 'Sources of effectiveness in the business-to-business sales organization', *Journal of Marketing Practice: Applied marketing science*, 3 (1), 43–69.
- Piercy, N.F., Harris, L.C. and Lane, N. (2002), 'Market orientation and retail operatives' expectations', *Journal of Business Research*, 55 (4), 261–73.
- Piercy, N., Low, G.S. and Cravens, D.W. (2004a), 'Consequences of Sales Management's Behavior- and Compensation-Based Control Strategies in Developing Countries', *Journal of International Marketing*, 12, 30–57.
- Piercy, N., Low, G.S. and Cravens, D.W. (2004b), 'Examining the Effectiveness of Sales Management Control Practices in Developing Countries', *Journal of World Business*, 39, 255–67.
- Piercy, N. (2006), 'The Strategic Sales Organization', *The Marketing Review*, 6, 3–28.
- Piercy, N.F. and Lane, N. (2006a), 'The Underlying Vulnerabilities in Key Account Management Strategies', *European Management Journal*, 24 (2–3), 151–82.
- Piercy, N.F. and Lane, N. (2006b), 'The Hidden Risks in Strategic Account Management Strategy', *Journal of Business Strategy*, 27 (1), 18–26.
- Piercy, N.F. and Lane, N. (2007), 'Ethical and Moral Dilemmas Associated With Strategic Relationships Between Business-to-Business Buyers and Sellers', *Journal of Business Ethics*, 72, 87–102.
- Pine, B.J. (1993), *Mass Customization: The new frontier in business competition*, Boston, MA: Harvard Business School Press.
- Pitt, L.F. (2001), 'Total e-clips: new strategic forces', *Journal of General Management*, 26 (4), 1–15.

References

- Pitt, L.F., Berthon, P., Watson, R.T. and Ewing, M. (2001), 'Pricing Strategy on the Net', *Business Horizons*, 44 (2), 45–54.
- Plank, R.E. (1985), 'A critical review of industrial market segmentation', *Industrial Marketing Management*, 14, 79–91.
- Plevel, M.J., Martin, J., Lane, F., Nellis, S. and Schuler, R.S. (1994), 'AT&T global business communications systems: Linking HR with business strategy', *Organizational Dynamics*, 22 (3), 59–72.
- Pollock, R.B. (1995), 'Linking marketing and human resources in the new employment contract', *Employment Relations Today*, 22 (1), 7–15.
- Porter, M.E. (1980), *Competitive Strategy*, New York: The Free Press.
- Porter, M.E. (1985), *Competitive Advantage*, New York: The Free Press.
- Porter, M.E. (1987), 'From competitive advantage to corporate strategy', *Harvard Business Review*, 65 (3), 43–59.
- Porter, M.E. (1996), 'What is strategy?', *Harvard Business Review*, 74 (6), 61–78.
- Porter, M.E. (2001), 'Strategy and the Internet', *Harvard Business Review*, 79, 63–78.
- Porter, M.E. and Kramer, M.R. (2002), 'The Competitive Advantage of Corporate Philanthropy', *Harvard Business Review*, December, 57–68.
- Porter, M.E. and Kramer, M.R. (2006), 'Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility', *Harvard Business Review*, December, 78–92.
- Pounsford, M. (1994), 'Nothing to lose: Is internal communications adding value in today's organizations?', *Internal Communication Focus*, September, 6–8.
- Powell, W.W. (1990), 'Neither market nor hierarchy: Network forms of organization', *Research in Organizational Behavior*, 12, 295–336.
- Prahalad, C.K. and Hamel, G. (1990), 'The core competence of the corporation', *Harvard Business Review*, 68 (3), 79–91.
- Prokesch, S.E. (1995), 'Competing on customer service', *Harvard Business Review*, 73 (6), 101–12.
- Prokesch, S.E. (1997), 'Unleashing the power of learning: An interview with British Petroleum's John Browne', *Harvard Business Review*, 75 (5), 146–68.
- Punj, G. and Stewart, D.W. (1983), 'Cluster analysis in marketing research: Review and suggestions for applications', *Journal of Marketing Research*, 20, May, 135–48.
- Quinn, J.B. (1985), 'Managing innovation: Controlled chaos', *Harvard Business Review*, 63 (3), 73–84.
- Quinn, J.B. (1992), *Intelligent Enterprise*, New York: Free Press.
- Quinn, J. (2005), 'Gillette Deal to Put P&G Ahead by a Close Shave', *Daily Mail*, 29 January, 105.
- Quinn, J. (2005), 'Suppliers Turn the Screw on Rover', *Daily Mail*, 8 April, 89.
- Rackham, N. and DeVincentis, J. (1999), *Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value*, New York: McGraw-Hill.
- Ramsdell, G. (2000), 'The real business of B2B', *McKinsey Quarterly*, (3), 174–84.
- Ramaswami, S., Bhargava, M. and Srivasta, R. (2004), *Market-based Assets and Capabilities, Business Processes, and Financial Performance*, Cambridge MA: Report No. 04-102, Marketing Science Institute.
- Rankine, K. (1996), 'Not a happy house', *The Daily Telegraph*, 5 October, B2.
- Reed, R. and DeFillippi, R.J. (1990), 'Causal ambiguity, barriers to imitation and sustainable competitive advantage', *Academy of Management Review*, 15, 88–102.
- Reed, J. and Milne, R. (2007), 'An Embattled Industry Tries to Engineer Itself out of a Hole', *Financial Times*, 27 April, 11.
- Regan, G. (1992), *Military Blunders*, London: Guinness.
- Reichheld, F. (1993), 'Loyalty-based management', *Harvard Business Review*, 71 (2), 64–73.
- Reichheld, F. and Sasser, W.E. (1990), 'Zero defections: Perfecting customer retention and recovery', *Harvard Business Review*, 68 (5), 105–11.

- Reicheld and Schefter (2000), 'e-loyalty: your secret weapon on the Web', *Harvard Business Review*, July–August 2000.
- Ries, A. and Trout, J. (1982), *Positioning: The battle for your mind*, New York: McGraw-Hill.
- Ries, A. and Trout, J. (1986), *Marketing Warfare*, New York: McGraw-Hill.
- Rifkin, J. (2000), *The Age of Access: How the Shift from Ownership to Access is Transforming Capitalism*, London: Allen Lane.
- Rigby, E. and Wiggins, J. (2005), 'Dixons Closes Shutters in Film Cameras', *Financial Times*, 9 August, 5.
- Rigby, E. (2007), 'Shopping gets Tougher for Online Supermarkets', *Financial Times*, Monday 9 April, 19.
- Ring, P.S. and Van de Ven, A.H. (1992), 'Structuring co-operative relationships between organizations', *Strategic Management Journal*, 13 (7), 483–98.
- Robertson, D.C. and Nicholson, N. (1996), 'Expressions of Corporate Social Responsibility in UK Firms', *Journal of Business Ethics*, 15 (10), 1095–1106.
- Robinson, S.J.Q., Hichens, R.E. and Wade, D.P. (1978), 'The directional policy matrix – tool for strategic planning', *Long Range Planning*, 11 (3), 8–15.
- Rogers, E. (1962), *Diffusion of Innovations*, New York: The Free Press.
- Rouzies, D., Anderson, E., Kohli, A.K., Michaels, R.E., Weitz, B.A. and Zoltners, A.A. (2005), 'Sales and Marketing Integration: A Proposed Framework', *Journal of Personal Selling & Sales Management*, 25 (2), 113–22.
- Rowe, A.J., Mason, R.D., Dickel, K.E. and Synder, N.H. (1989), *Strategic Management: A methodological approach*, 3rd edn, Wokingham: Prentice Hall.
- Rowley, T.J. (1997), 'Moving beyond dyadic ties: a network theory of stakeholder influences', *Academy of Management Review*, 22, 887–910.
- RSA (1994), *Tomorrow's Company: The role of business in a changing world*, London: RSA (Royal Society for the Encouragement of Arts, Manufactures and Commerce).
- Rubel, C. (1996), 'Treating co-workers right is the key to Kinko's success', *Marketing News*, 29 January.
- Ruekert, R. and Walker, O. (1987), 'Marketing's interaction with other functional units: A conceptual framework and empirical evidence', *Journal of Marketing*, 51, 1–19.
- Rushe, D. (2007), 'Starbucks Stirs up a Storm in a Coffee Cup', *The Sunday Times*, 2 March, 3.7.
- Rust, R.T. and Zahorik, A.J. (1993), 'Customer satisfaction, customer retention and market share', *Journal of Retailing*, 69 (2), 193–215.
- Salmon, A.-M. (1997), 'Transforming a brand with energy: Lucozade in sickness and in health', *British Brands*, 4, Summer, 3.
- Samuels, G. (1994), 'CD Rom's first big victim', *Forbes*, 28 February, 42–4.
- Sanders, N.R. and Ritzman, L.P. (1992), 'The need for contextual and technical knowledge in judgmental forecasting', *Journal of Behavioral Decision Making*, 39–52.
- Saunders, J.A. (1990), 'Brands and valuations', *International Journal of Forecasting*, 8 (2), 95–110.
- Saunders, J.A. (1994), 'Cluster analysis', in G.J. Hooley and M.K. Hussey (eds), *Quantitative Methods in Marketing*, London: Academic Press.
- Saunders, J.A. (1999), Cluster Analysis. In Hooley, G.J. and Hussey, M.K. (eds), *Quantitative Methods in Marketing*, 2nd edn, London: International Thomson Business Press.
- Saunders, J.A. and Saker, J. (1994), 'The changing consumer in the UK', *International Journal of Research in Marketing*, 11, 477–89.
- Saunders, J.A., Sharp, J. and Witt, S. (1987), *Practical Business Forecasting*, Aldershot: Gower.
- Saunders, J., Stern, P., Wensley, R. and Forrester, R. (2000), 'In Search of the Lemmus, Lummus: An Investigation Into Convergent Competition', *British Journal of Management*, 11, S81–S94.
- Savitz, A. and Weber, K. (2006), *The Triple Bottom Line: How Today's Best-Run Companies are Achieving Economic, Social and Environmental Success and How You Can Too*, San Francisco, CA: Pfeiffer Wiley.

References

- Schultz, D.E. (2002), 'Study Internal Marketing for Better Impact', *Marketing News*, 14 October, 8.
- Schultz, D.E. (2004), 'Building An Internal Marketing Management Calculus', *Interactive Marketing*, 6 (2), 111–29.
- Sculley, J. (1992), Chairman of Apple Computer, quoted in *Forbes ASAP*, Technical Supplement, 7 December.
- Segnit, S. and Broadbent, S. (1973), 'Life-style research: A case history in two parts', *European Research*, January, 6–13, March, 62–8.
- Seidenschwartz, W. (2005), 'A Model for Customer Enthusiasm: Connecting the Customer with Internal Processes', Strategic Account Management Association Conference, February, Paris.
- Self, A. (1997), 'Hello Johann, got a new motor?', *The Mail on Sunday*, 12 April, 26.
- Selnes, F., Jaworski, B.J., Kohli, A.J. (1996), 'Market orientation in the United States and Scandinavian companies: a cross-cultural view', *Scandinavian Journal of Management*, 12 (2), 139–57.
- Sen, S. and Bhattacharya, C.B. (2001), 'Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility', *Journal of Marketing Research*, 38, May, 225–43.
- Sengupta, S. and Bucklin, L.P. (1994), *To Ally or Not to Ally*, Cambridge, MA: Marketing Science Institute.
- Shameen, A. (2007), 'Volkswagen Nears Proton Deal', *Financial Times*, 19 March, 27.
- Shapiro, B.P. and Bonoma, T.V. (1990), 'How to segment industrial markets', in R.J. Dolan (ed.), *Strategic Marketing Management*, Cambridge, MA: Harvard Business School Press.
- Shapiro, B.P., Slywotsky, A.J. and Doyle, S.X. (1998), *Strategic Sales Management: A Boardroom Issue*, Note 9–595–018, Cambridge MA: Harvard Business School.
- Shapiro, B.P. (2002), *Creating the Customer-Centric Team: Coordinating Sales and Marketing*, Harvard Business School, Note 9-999-006.
- Shermach, K. (1995), 'Portrait of the world', *Marketing News*, 28 August, 20.
- Sherwood, R. (2007), 'Stores Compete to Prove Their Green Credentials are in the Bag', *Financial Times*, 26 April.
- Sheth, J.N. (1994), 'Relationship marketing: A customer perspective', Keynote address, Relationship Marketing Conference, Emory University.
- Sheth, J.N. and Mittal, B. (1996), 'A framework for managing customer expectations', *Journal of Market-Focused Management*, 1, 137–58.
- Sheth, J.N., Eshghi, A. and Krishnan, B.C. (2001), *Internet Marketing*, Fort Worth: Harcourt College Publishers.
- Siguaw, J.A., Brown, G. and Widing, R.E. (1994), 'The influence of the market orientation of the firm on sales force behavior and attitudes', *Journal of Marketing Research*, 31, 106–16.
- Simon, B. (2005), 'Suppliers Reorder Priorities for Survival', *Financial Times*, 10 June, 28.
- Simon, H. (1992), 'Lessons from Germany's midsize giants', *Harvard Business Review*, 70 (2), 115–23.
- Simon, H. (1996), *Hidden Champions*, Boston, MA: Harvard Business School Press.
- Simms, J. (1996), 'Mission control', *Marketing Business*, July/August, 18–21.
- Simms, J. (2003), 'HR or Marketing: Who Gets Staff on Side?', *Marketing*, 24 July, 23.
- Sinkula, J.M. (1994), 'Market information processing and organizational learning', *Journal of Marketing*, 58 (1), 35–45.
- Sinkula, J.M., Baker, W.E. and Noorewier, T. (1997), 'A framework for market-based organizational learning: linking values, knowledge and behaviour', *Journal of the Academy of Marketing Science*, 25, 305–18.
- Slater, S.F. (1997), 'Developing a customer value-based theory of the firm', *Journal of the Academy of Marketing Science*, 25 (2), 162–7.
- Slater, S.F. (1998), 'Customer-led and market-oriented: let's not confuse the two', *Strategic Management Journal*, 19, 1001–6.

- Slater, S.F. and Narver, J.C. (1994), 'Does competitive environment moderate the market orientation-performance relationship?', *Journal of Marketing*, 58 (1), 46–55.
- Slater, S.F. and Narver, J.C. (1995), 'Market orientation and the learning organisation', *Journal of Marketing*, 59, July, 63–74.
- Slywotzky, A. (1996), *Value Migration*, Boston, MA: Harvard Business School Press.
- Smith, A. (1997), 'Brand-builders perceive pattern', *Financial Times*, 23 June, 14.
- Smith, D.J. (2003), 'Strategic Alliances and Competitive Strategies in the Aerospace Industry: The case of BMW and Rolls-Royce GmbH,' *European Business Review*, 15 (4), 262–76.
- Smith, N.C. and Ward, H. (2007), 'Corporate Social Responsibility at a Crossroads?', *Business Strategy Review*, 18 (1), March, 16–21.
- Smith, S.M. (1990), *PC MDS Version 5.1: Multidimensional scaling package*, Provo, UT: Brigham Young University.
- Smith, W.R. (1956), 'Product differentiation and market segmentation as alternative marketing strategies', *Journal of Marketing*, July, 3–8.
- Snider, J., Hill, R.P. and Martin, D. (2003), 'Corporate Social Responsibility in the 21st Century: A View from the World's Most Successful Firms', *Journal of Business Ethics*, 48 (2), 175–87.
- Snow, C.C. (1997), 'Twenty-first century organizations: Implications for a new marketing paradigm', *Journal of the Academy of Marketing Science*, 25 (1), 72–4.
- Snyder, A.V. and Ebeling, W.H. (1997), 'Targeting a company's real core competencies', in A. Campbell and K.S. Luchs (eds), *Core Competency-Based Strategy*, London: International Thomson Business Press.
- Sorrell, J. (1989), 'Power tools', *Marketing*, 16 November, 45.
- Spackman, A. (2001), 'Smart housing for high-tech future', Survey (Residential Supplement), 19 May 2001.
- Spanos, Y.E. and Lioukas, S. (2001), 'An examination into the causal logic of rent generation: Contrasting Porter's competitive strategy framework and the resource-based perspective', *Strategic Management Journal*, 22, 907–34.
- Sparks, D.L. and Tucker, W.T. (1971), 'Multivariate analysis of personality and product use', *Journal of Marketing Research*, 8 (1), 67–70.
- Spethman, B. (1992), 'Category management multiples', *Advertising Age*, 11 May, 42.
- Stalk, G. (1988), 'Time – the next source of competitive advantage', *Harvard Business Review*, 66 (4), 41–51.
- Steffens, J. (1994), *Newgames: Strategic competition in the PC revolution*, Oxford: Pergamon Press.
- Stephens, H. (2003), CEO, The H.R. Chally Group, Presentation at the American Marketing Association summer Educators' Conference, August.
- Stewart, T.A. (2006a), 'Corporate Social Responsibility: Getting the Logic Right', *Harvard Business Review*, December, 14.
- Stewart, T.A. (2006b), 'The Top Line', *Harvard Business Review*, July–August, 10.
- Stonich, P.J. (1982), *Implementing Strategy*, Cambridge, MA: Ballinger.
- Storbacka, K., Strandvik, T. and Grönroos, C. (1994), 'Managing customer relationships for profit', *International Journal of Service Industry Management*, 5 (5), 21–8.
- Story, J. (1992), 'HRM in action: The truth is out at last', *Personnel Management*, 24 (4), 28–31.
- Strahle, W.M., Spiro, R.L. and Acito, F. (1996), 'Marketing and Sales: Strategic Alignment and Functional Implementation', *Journal of Personal Selling & Sales Management*, 16 (Winter), 1–20.
- Straub, D. and Klein, R. (2001), 'e-Competitive transformations', *Business Horizons*, 44 (3), 3–12.
- Strelsin, S.C. and Mlot, S. (1992), 'The Art of Strategic Sales Alignment', *Journal of Business Strategy*, 13 (6), 41–7.
- Svensden, A. (1997), 'Building relationships with microcommunities', *Marketing News*, 9 June, 13.
- Swain, C.D. (1993), 'Competitive benchmarking', in D. Bernhardt (ed.), *Perfectly Legal Competitor Intelligence*, London: Pitman Publishing.

- Swanson, D.L. (1995), 'Addressing a Theoretical Problem by Reorienting the Corporate Social Performance Model', *Academy of Management Review*, 20 (1), 43–64.
- Szulanski, G. (1997), 'Intra-firm transfer of best practices', in A. Campbell and K.S. Luchs (eds), *Core Competency-Based Strategy*, London: International Thomson Business Press.
- Tallman, S. (2003), 'Dynamic Capabilities', in Faulkner, D.O. and Campbell, A. (eds), *The Oxford Handbook of Strategy: Volume 1: A Strategy Overview and Competitive Advantage*, Oxford: Oxford University Press.
- Talluri, S. and Narasimhan, R. (2004), 'A Methodology for Strategic Sourcing', *European Journal of Operational Research*, 154 (1), 236–50.
- Tapscott, D. and Castor, A. (1993), *Paradigm Shift: The new promise of information technology*, New York: McGraw-Hill.
- Taylor, R. (1999), 'Shaping the Future with Nothing but Ideas', *Financial Times*, July 19.
- Taylor, A. (2005), 'An Operations Perspective on Strategic Alliance Success Factors', *International Journal of Operations & Production Management*, 25 (5), 469–90.
- Taylor, A. (2007), 'Microsoft Drops Supplier Over Diversity Policy', *Financial Times*, March 24/25, 5.
- Teece, D.J., Pisano, G. and Shuen, A. (1992), *Dynamic Capabilities and Strategic Management*, Working Paper, University of California, Berkeley.
- Teece, D.J., Pisano, G. and Shuen, A. (1997), 'Dynamic Capabilities and Strategic Management', *Strategic Management Journal*, 18, 509–33.
- Teinowitz, I. (1988), 'Brand managers: 90s dinosaurs?', *Advertising Age*, 19 December, 19.
- Tellis, G. and Golder, P. (1996), 'First to market, first to fail: Real causes of enduring market leadership', *Sloan Management Review*, 37 (2).
- The Sales Educators (2006), *Strategic Sales Leadership: Breakthrough Thinking for Breakthrough Results*, Mason, OH: Thomson.
- Thomas, M.J. (1987), 'Customer care: The ultimate marketing tool', *Proceedings: Marketing Education Group Conference*, Warwick.
- Tighe, C. (1997), 'Lean sales machine', *Financial Times*, 25 June, 26.
- Timmers, P. (1999), *Electronic Commerce*, Chichester: John Wiley & Sons.
- Todeva, E. and Knoke, D. (2005), 'Strategic Alliances and Models of Collaboration', *Management Decision*, 43 (1), 123–48.
- Toffler, A. (1981), *The Third Wave*, William Collins/Pan Books.
- Townsend, J. and Favier, J. (1991), *The Creative Manager's Pocketbook*, Alresford, Hants: Management Pocketbooks.
- Trai, C.C. (1991), *Chinese Military Classic: The art of war*, Singapore: Asiapac Books.
- Treacy, M. and Wiersema, F. (1995), 'How market leaders keep their edge', *Fortune*, February, 88–9.
- Treacy, M. and Wiersema, F. (1995), *The Discipline of Market Leaders*, London: HarperCollins.
- Tull, D.S. (1967), 'The relationship of actual and predicted sales and profit in new product introductions', *Journal of Business*, 40 (3), 233–50.
- Tull, D.S. and Hawkins, D.I. (1993), *Marketing Research: Measurement and method*, 6th edn, Englewood Cliffs, NJ: Prentice Hall.
- Tyebjee, T.T. (1987), 'Behavioral biases in new product forecasting', *International Journal of Forecasting*, 3 (4), 393–404.
- Tzokas, N., Saren, M. and Brownlie, D. (1997), 'Generating Marketing Resources by Means of R&D Activities in High Technology Firms', *Industrial Marketing Management*, 26, 331–40.
- Ulrich, D. (1989), 'Tie the corporate knot: Gaining complete customer commitment', *Sloan Management Review*, Summer, 19–27.
- Ulrich, D. (1992), 'Strategic and human resource planning: Linking customers and employees', *Human Resource Planning*, 15 (2), 47–62.
- Varadarajan, P.R. (1992), 'Marketing's contribution to the strategy dialogue: The view from a different looking glass', *Journal of the Academy of Marketing Science*, 20 (4), 335–44.

- Varadarajan, P.R. and Menon, A. (1988), 'Cause-Related Marketing: A Coalignment of Marketing Strategy and Corporate Philanthropy', *Journal of Marketing*, 52, July, 58–74.
- Vargo, S.L. and Lusch, R.F. (2004), 'Evolving to a new dominant logic for marketing', *Journal of Marketing*, 68 (January), 1–17.
- Varianinin, V. and Vaturi, D. (2000), 'Marketing lessons from e-failures', *McKinsey Quarterly*, (4), 86–97.
- Walker, J.W. (1994), 'Integrating the human resource function within the business', *Human Resource Planning*, 17 (2), 59–77.
- Wall, M. (1997), 'Boots to offer health cover', *The Sunday Times*, 1 June, Section 4, 1.
- Walsh, J. and Godfrey, S. (2000), 'The Internet: a new era in customer service', *European Management Journal*, 18 (1), 85–92.
- Wang, C.L. and Ahmed, P.K. (2007), 'Dynamic Capabilities: A review and research agenda', *International Journal of Management Reviews*, 9 (1), 31–51.
- Ward, A. (2006), 'Coke Joins the Battle for the Brand Corporate Responsibility', *Financial Times*, 21 November, 10.
- Ward, J. (1963), 'Hierarchical grouping to optimize an objective function', *Journal of the American Statistical Association*, 58, 236–44.
- Warner, W.L. (1960), *Social Class in America*, New York: Harper and Row.
- Waters, R. (2006), 'Computer pack top dogs lose their bite', *Financial Times*, 5 June, 19.
- Webster, F.E. (1992), 'The changing role of marketing in the corporation', *Journal of Marketing*, 56 (4), 1–17.
- Webster, F.E. (1994), *Market Driven Management*, London: Wiley.
- Webster, F.E. (1997), 'The future role of marketing in the organization', in D.R. Lehmann and K.E. Jocz (eds), *Reflections on the Futures of Marketing*, Cambridge, MA: Marketing Science Institute.
- Wells, K. (1994/5), 'The road ahead', *Marketing Business*, Dec.–Jan., 18–20.
- Wells, W.D. and Gubar, G. (1966), 'Life cycle concepts in marketing research', *Journal of Marketing Research*, 3 (4), 355–63.
- Wensley, R. (1981), 'Strategic marketing: Boxes, betas or basics', *Journal of Marketing*, 45 (3), 173–82.
- Wernerfelt, B. (1984), 'A resource-based view of the firm', *Strategic Management Journal*, 5 (2), 171–80.
- Wernerfelt, B. (1995), 'The resource-based view of the firm: Ten years after', *Strategic Management Journal*, 16, 171–80.
- Weyer, M.V. (1997), 'The shop that time forgot', *The Daily Telegraph*, 30 August, 16.
- Wheatcroft, P. (1997), 'Bright new look from Persil man', *Financial Mail on Sunday*, 9 February, 9.
- Wilmott, M. (1989), 'Whose lifestyle is it anyway?', Institute of International Research Conference on *Customer Segmentation and Lifestyle Marketing*, London, 11–12 December.
- Wind, Y. (1978), 'Issues and advances in segmentation research', *Journal of Marketing Research*, 15 (3), 317–37.
- Wind, Y. and Mahajan, V. (1981), 'Designing product and business portfolios', *Harvard Business Review*, 59 (1), 155–65.
- Winter, S.G. (2003), 'Understanding Dynamic Capabilities', *Strategic Management Journal*, 24, 991–5.
- Wissemma, J.G., Van der Pol, H.W. and Messer, H.M. (1980), 'Strategic management archetypes', *Strategic Management Journal*, 1 (1), 37–47.
- Witzel, M. (2005), 'An Alliance that Can Supply a Competitive Edge', *Financial Times*, 13 June, 14.
- Witzel, M. (2005), 'Big Spenders are a Boon – But Don't Forget the Little Guy', *Financial Times*, 8 August, 14.
- Womack, J.P. and Jones, D.T. (1996), *Lean Thinking: Banish Waste and Create Wealth in Your Organization*, New York: Simon & Schuster.
- Wong, V. (1993), 'Ideas generation', in *Identifying and Exploiting New Market Opportunities*, London: Department of Trade and Industry.

References

- Wong, V., Saunders, J.A. and Doyle, P. (1992), 'Business orientations and corporate success', *Warwick Business School Research Papers*, No. 52, 41 pp.
- Wood, D.J. (1991), 'Corporate Social Performance Revisited', *Academy of Management Review*, 16 (4), 691–718.
- Woodhead, M. (2007), 'Dirty Rotten Business', *The Sunday Times*, 28 January, 3.5.
- Workman, J.P., Homburg, C. and Gruner, K. (1998), 'Marketing Organization: An Integrative Framework of Dimensions and Determinants', *Journal of Marketing*, 62, July, 21–41.
- Workman, J.P., Homburg, C. and Jensen, O. (2003), 'Intraorganizational Determinants of Key Account Management Effectiveness', *Journal of the Academy of Marketing Science*, 31 (1), 3–21.
- Wright, P., Kroll, M., Pray, B. and Lado, A. (1990), 'Strategic orientations, competitive advantage and business performance', *Journal of Business Research*, 33, 143–51.
- Yanklovich, D. and Meer, D. (2006), 'Rediscovering market segmentation', *Harvard Business Review*, 84 (2), 122–31.
- Yeh, A. (2006), 'McDonald's Seeks Heavy Traffic Fast-Food Expansion', *Financial Times*, 21 June, 12.
- Yoshino, M.Y. and Rangan, U.S. (1995), *Strategic Alliances: An entrepreneurial approach to globalization*, Boston, MA: Harvard Business School Press.
- Young, D. (1996), 'The politics behind market segmentation', *Marketing News*, 21 October, 17.
- Young, S., Off, F. and Fegin, B. (1978), 'Some practical considerations in market segmentation', *Journal of Marketing Research*, 15, August, 405–12.
- Zander, I. and Zander, U. (2005), 'The inside track: On the important (but neglected) role of customers in the resource-based view of strategy and firm growth', *Journal of Management Studies*, 42 (8), 1519–48.
- Zeithaml, V.A., Parasuraman, A. and Berry, L.L. (1990), *Delivering Service Quality*, New York: The Free Press.
- Zeithaml, V.A., Parasuraman, A. and Malhotra, A. (2000), *A Conceptual Framework for Understanding e-Service Quality: Implications for Future Research and Managerial Practice*, MSI Report 00-115, Boston, MA: Marketing Science Institute.
- Zielke, A. and Pohl, M. (1996), 'Virtual vertical integration: The key to success', *McKinsey Quarterly*, (3), 160–3.
- Zollo, M. and Winter, S.G. (2002), 'Deliberate learning and the evolution of dynamic capabilities', *Organization Science*, 13 (3), 339–51.
- Zoltners, A.A., Sinha, P. and Lorimer, S.E. (2004), *Sales Force Design for Strategic Advantage*, New York: Palgrave Macmillan.