**Katalog E-Book Jurnal Marketing**

1. **“Flexible Decomposition of Sales Promotion Effects Using Store-Level Scanner Data” ; Harald J. van Heerde, Peter S.H. Leeflang and Dick R. Wittink ;** [**Kumpulan Jurnal Marketing\\_Flexible Decomposition of Sales Promotion Effects Using store level scanner data.pdf**](Kumpulan%20Jurnal%20Marketing/_Flexible%20Decomposition%20of%20Sales%20Promotion%20Effects%20Using%20store%20level%20scanner%20data.pdf)
2. **A framework for studying relationship marketing dyads ; Adam Lindgreen ;** [**Kumpulan Jurnal Marketing\A framework for srudying relation marketing dyads.pdf**](Kumpulan%20Jurnal%20Marketing/A%20framework%20for%20srudying%20relation%20marketing%20dyads.pdf)
3. **A guide to the qualitative research process: evidence from a small ﬁrm study ; Eleanor Shaw ;** [**Kumpulan Jurnal Marketing\A Guide to the qualitative research process,evidence from a small firm study.pdf**](Kumpulan%20Jurnal%20Marketing/A%20Guide%20to%20the%20qualitative%20research%20process,evidence%20%20from%20a%20small%20firm%20study.pdf)
4. **A new research medium, new research populations and seven deadly sins for Internet researchers ; Clive Nancarrow, John Pallister and Ian Brace ;** [**Kumpulan Jurnal Marketing\A new research medium, new research populations a.pdf**](Kumpulan%20Jurnal%20Marketing/A%20new%20research%20medium,%20new%20research%20populations%20a.pdf)
5. **A qualitative approach to developing small firm marketing planning competencies ; Jimmy Hill and Pauric McGowan ;** [**Kumpulan Jurnal Marketing\A qualitative approach to developing small firm marketing planning competencies.pdf**](Kumpulan%20Jurnal%20Marketing/A%20qualitative%20approach%20to%20developing%20small%20firm%20marketing%20planning%20competencies.pdf)
6. **A Survey of New Product Evaluation Models ; Muammer Ozer ;** [**Kumpulan Jurnal Marketing\A Survey of New Product Evaluation Models.pdf**](Kumpulan%20Jurnal%20Marketing/A%20Survey%20of%20New%20Product%20Evaluation%20Models.pdf)
7. **ABC/TA for Internet retail shopping ; Tony Tollington and Philipp Wachter ;** [**Kumpulan Jurnal Marketing\ABC\_TA for Internet retail shopping.pdf**](Kumpulan%20Jurnal%20Marketing/ABC_TA%20for%20Internet%20retail%20shopping.pdf)
8. **Action research and knowledge creation: merits and challenges ; Kjell Grønhaug and Olov Olson ;** [**Kumpulan Jurnal Marketing\Action research and knowledge creation,merits and chalenge(marketing).pdf**](Kumpulan%20Jurnal%20Marketing/Action%20research%20and%20knowledge%20creation,merits%20and%20chalenge(marketing).pdf)
9. **An Aggregate Sales Model for Consumer Durables Incorporating a Time-varying Mean Replacement Age ; PAUL R. STEFFENS ;** [**Kumpulan Jurnal Marketing\An aggregate sales model for consumer durables incorporating .pdf**](Kumpulan%20Jurnal%20Marketing/An%20aggregate%20sales%20model%20for%20consumer%20durables%20incorporating%20.pdf)
10. **AN EMPIRICAL MODEL OF HETEROGENEOUS CONSUMER SEARCH FOR RETAIL PRESCRIPTION DRUGS ; Alan T. Sorensen ;** [**Kumpulan Jurnal Marketing\An Empirical Model Of Heterogeneous Consumer Search For.pdf**](Kumpulan%20Jurnal%20Marketing/An%20Empirical%20Model%20Of%20Heterogeneous%20Consumer%20Search%20For.pdf)
11. **An Empirical Study of Platform and Derivative Product Development Projects ; Mohan V. Tatikonda ;** [**Kumpulan Jurnal Marketing\An Empirical Study of Platform & Derivative Product Development Project.pdf**](Kumpulan%20Jurnal%20Marketing/An%20Empirical%20Study%20of%20Platform%20&%20Derivative%20Product%20Development%20Project.pdf)
12. **An exploratory study on the cues that signal value to members in retail co-operatives ; Gaston LeBlanc and Nha Nguyen ;** [**Kumpulan Jurnal Marketing\An exploratory study on the cues that signal value to members in retail co-operatives.pdf**](Kumpulan%20Jurnal%20Marketing/An%20exploratory%20study%20on%20the%20cues%20that%20signal%20value%20to%20members%20in%20retail%20co-operatives.pdf)
13. **Analog Scale, Magnitude Estimation, and Person Trade-off as Measures of Health Utility: Biases and their Correction ; JONATHAN BARON, ZHIJUN WU, DALLAS J. BRENNAN, CHRISTINE WEEKS and PETER A. UBEL ;** [**Kumpulan Jurnal Marketing\Analog scale, magnitude estimation, and person trade-off as.pdf**](Kumpulan%20Jurnal%20Marketing/Analog%20scale,%20magnitude%20estimation,%20and%20person%20trade-off%20as.pdf)
14. **Applying Quantitative Marketing Techniques to the Internet ; Alan L. Montgomery ;** [**Kumpulan Jurnal Marketing\Applying Quantitative Marketing Techniques to the Internet.pdf**](Kumpulan%20Jurnal%20Marketing/Applying%20Quantitative%20Marketing%20Techniques%20to%20the%20Internet.pdf)
15. **Branding in the UK public house : sector development ; Tim Knowles and Michael J. Howley ;**[**Kumpulan Jurnal Marketing\Branding in the UK public house sector, recent developments.pdf**](Kumpulan%20Jurnal%20Marketing/Branding%20in%20the%20UK%20public%20house%20sector,%20recent%20developments.pdf)
16. **Building customer relationships: do discount cards work? ; Andrea McIlroy and Shirley Barnett ;** [**Kumpulan Jurnal Marketing\Building customer relationships - do discount cards work.pdf**](Kumpulan%20Jurnal%20Marketing/Building%20customer%20relationships%20-%20do%20discount%20cards%20work.pdf)
17. **Building Digital Brand ;** [**Kumpulan Jurnal Marketing\Building digital brand.pdf**](Kumpulan%20Jurnal%20Marketing/Building%20digital%20brand.pdf)
18. **Can Advertising Copy Make FSI Coupons More Effective? ; France Leclerc and John D. C. Little ;** [**Kumpulan Jurnal Marketing\Can Advertising Copy Make FSI Coupuns More Effective.pdf**](Kumpulan%20Jurnal%20Marketing/Can%20Advertising%20Copy%20Make%20FSI%20Coupuns%20More%20Effective.pdf)
19. **Can loyalty schemes really build loyalty? ; Lisa O’Malley ;** [**Kumpulan Jurnal Marketing\Can loyalty schemes really build loyalty.pdf**](Kumpulan%20Jurnal%20Marketing/Can%20loyalty%20schemes%20really%20build%20loyalty.pdf)
20. **Change and circumstance in Kyrgyz markets ; Leo Paul Dana ;** [**Kumpulan Jurnal Marketing\Change and circumstances in Kyrgiz markets(marketing).pdf**](Kumpulan%20Jurnal%20Marketing/Change%20and%20circumstances%20in%20Kyrgiz%20markets(marketing).pdf)
21. **Commercial hospitality consumption as a live marketing commmunication system ; Cailein Gillespie and Alison Morrison ;** [**Kumpulan Jurnal Marketing\Commercial hospitality consumption as a live marketing commmunication system.pdf**](Kumpulan%20Jurnal%20Marketing/Commercial%20hospitality%20consumption%20as%20a%20live%20marketing%20commmunication%20system.pdf)
22. **Confirming satisfaction as an attitude within the service-buying prosess ; Gelardine Clarke and Abstract ;** [**Kumpulan Jurnal Marketing\Confirming Satisfaction.pdf**](Kumpulan%20Jurnal%20Marketing/Confirming%20Satisfaction.pdf)
23. **CONSTRUCTING PRICE AND QUANTITY INDEXES FOR HIGH TECHNOLOGY GOODS ; Ana Aizcorbe, Carol Corrado, and Mark Doms ;** [**Kumpulan Jurnal Marketing\Constructing Price and Quantity Indexes for High.pdf**](Kumpulan%20Jurnal%20Marketing/Constructing%20Price%20and%20Quantity%20Indexes%20for%20High.pdf)
24. **Consumer Information and Price Discrimination: Does the Internet Affect the Pricing of New Cars to Women and Minorities? ; Fiona M. Scott Morton, Florian Zettelmeyer and Jorge Silva-Risso ;** [**Kumpulan Jurnal Marketing\Consumer Information and Price Discrimination, Does the Int.pdf**](Kumpulan%20Jurnal%20Marketing/Consumer%20Information%20and%20Price%20Discrimination,%20Does%20the%20Int.pdf)
25. **Consumer perceptions of grocery retail formats and brands ; Outi Uusitalo ;** [**Kumpulan Jurnal Marketing\Consumer perceptions of grocery retail formats and brands.pdf**](Kumpulan%20Jurnal%20Marketing/Consumer%20perceptions%20of%20grocery%20retail%20formats%20and%20brands.pdf)
26. **Consumer resistance to innovations : the marketing problem its solutions ; S. Ram and Jagdish N. Sheth ;** [**Kumpulan Jurnal Marketing\consumer resistance to innovation.pdf**](Kumpulan%20Jurnal%20Marketing/consumer%20resistance%20to%20innovation.pdf)
27. **Consumer response to online grocery shopping ; Michelle A. Morganosky and Brenda J. Cude ;** [**Kumpulan Jurnal Marketing\Consumer response to online grocery shopping.pdf**](Kumpulan%20Jurnal%20Marketing/Consumer%20response%20to%20online%20grocery%20shopping.pdf)
28. **Consumers’ Trust in a Brand and the Link to Brand Loyalty ; GEOK THENG LAU and SOOK HAN LEE ;** [**Kumpulan Jurnal Marketing\Consumers\_ Trust in a Brand and the Link to Brand.pdf**](Kumpulan%20Jurnal%20Marketing/Consumers_%20Trust%20in%20a%20Brand%20and%20the%20Link%20to%20Brand.pdf)
29. **Cowboys or Cowards: Why are Internet Car Prices Lower? ; Florian Zettelmeyer, Fiona M. Scott Morton and Jorge Silva-Risso ;** [**Kumpulan Jurnal Marketing\Cowboys or Cowards, Why are Internet Car Prices Lower.pdf**](Kumpulan%20Jurnal%20Marketing/Cowboys%20or%20Cowards,%20Why%20are%20Internet%20Car%20Prices%20Lower.pdf)
30. **Credit Cards: Use and Consumer Attitudes, 1970–2000 ;** [**Kumpulan Jurnal Marketing\Credit card, use and consumer attitudes 1970-2000.pdf**](Kumpulan%20Jurnal%20Marketing/Credit%20card,%20use%20and%20consumer%20attitudes%201970-2000.pdf)
31. **Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes ; Alexandru M. Degeratu, Arvind Rangaswamy and Jianan Wu ;** [**Kumpulan Jurnal Marketing\Customer Choice Behavior in Online and Tradition Supermarket.pdf**](Kumpulan%20Jurnal%20Marketing/Customer%20Choice%20Behavior%20in%20Online%20and%20Tradition%20Supermarket.pdf)
32. **Customer loyality – a relevant concept for libraries ? ; Jennifer Lowrey and Fillian Dawes ;** [**Kumpulan Jurnal Marketing\customer loyalty- a relevant concept libraries.pdf**](Kumpulan%20Jurnal%20Marketing/customer%20loyalty-%20a%20relevant%20concept%20libraries.pdf)
33. **Customer loyalty in extended service settings The interaction between satisfaction, value attainment and positive mood ; Ko de Ruyter and Josee Bloemer ;** [**Kumpulan Jurnal Marketing\Customer loyalty in extended service settings.pdf**](Kumpulan%20Jurnal%20Marketing/Customer%20loyalty%20in%20extended%20service%20settings.pdf)
34. **Customer loyalty in the Hotel industry : the role of customer satisfaction and image ;** [**Kumpulan Jurnal Marketing\customer loyalty in the hotel industry - the role of customer satisfaction & image.pdf**](Kumpulan%20Jurnal%20Marketing/customer%20loyalty%20in%20the%20hotel%20industry%20-%20the%20role%20of%20customer%20satisfaction%20&%20image.pdf)
35. **Customer Relationship Management Primer ;** [**Kumpulan Jurnal Marketing\customer relation management primer.pdf**](Kumpulan%20Jurnal%20Marketing/customer%20relation%20management%20primer.pdf)
36. **Customer Relationship Management SOLUTIONS GUIDE ;** [**Kumpulan Jurnal Marketing\customer relationship management- solution guide.pdf**](Kumpulan%20Jurnal%20Marketing/customer%20relationship%20management-%20solution%20guide.pdf)
37. **Consumer Satisfaction with Services: Integrating the Environment Perspective in Services Marketing into the Traditional Disconfirmation Paradigm ; Jochen Wirtz and John E. G. Bateson ;** [**Kumpulan Jurnal Marketing\Customer Satisfaction with Service-a primary result.pdf**](Kumpulan%20Jurnal%20Marketing/Customer%20Satisfaction%20with%20Service-a%20primary%20result.pdf)
38. **Dampak Respon Emosi Terhadap Kecenderungan Perilaku Pembelian Impulsif Konsumen Online dengan Sumberdaya yang Dikeluakan dan Orientasi Belanja Sebagai Variabel Mediasi ; Hatane Semuel ;** [**Kumpulan Jurnal Marketing\Dampak Respon Emosi Terhadap Kecenderungan Perilaku Pembelian Impulsif Konsumen Online.pdf**](Kumpulan%20Jurnal%20Marketing/Dampak%20Respon%20Emosi%20Terhadap%20Kecenderungan%20Perilaku%20Pembelian%20Impulsif%20Konsumen%20Online.pdf)
39. **Data data everywhere– and not a byte of use? ; Julie Abbott ;** [**Kumpulan Jurnal Marketing\Data and their uses in marketing.pdf**](Kumpulan%20Jurnal%20Marketing/Data%20and%20their%20uses%20in%20marketing.pdf)
40. **Defining the information needs of senior marketing executives: an exploratory study ; Nicholas J. Ashill and David Jobber ;** [**Kumpulan Jurnal Marketing\Defining the information needs of senior marketing executives.pdf**](Kumpulan%20Jurnal%20Marketing/Defining%20the%20information%20needs%20of%20senior%20marketing%20executives.pdf)
41. **Demand Estimation with Heterogeneous Consumers and Unobserved Product Characteristics: A Hedonic Approach ; Patrick Bajari and C. Lanier Benkard ;** [**Kumpulan Jurnal Marketing\Demand estimation with heterogenous consumers and.pdf**](Kumpulan%20Jurnal%20Marketing/Demand%20estimation%20with%20heterogenous%20consumers%20and.pdf)
42. **Differentiated Products Demand Systems from a Combination of Micro and Macro Date: The New Car Market ; Steven Berry, James Levinsohn and Ariel Pakes ;** [**Kumpulan Jurnal Marketing\Differentiated Products Demands System from a combinati.pdf**](Kumpulan%20Jurnal%20Marketing/Differentiated%20Products%20Demands%20System%20from%20a%20combinati.pdf)
43. **Disloyality : a closer look an non-loyals ; Jennifer Rowley and Jillian Dawes ;** [**Kumpulan Jurnal Marketing\Disloyalty, a closer look at the nonloyals.pdf**](Kumpulan%20Jurnal%20Marketing/Disloyalty,%20a%20closer%20look%20at%20the%20nonloyals.pdf)
44. **Do services exporters build relationships? Some qualitative perspectives ; Kathleen Hastings and Chad Perry ;** [**Kumpulan Jurnal Marketing\Do services exporters build relationship(marketing).pdf**](Kumpulan%20Jurnal%20Marketing/Do%20services%20exporters%20build%20relationship(marketing).pdf)
45. **“Dynamic Analysis of a Competitive Marketing System” ; Csilla Horváth, Peter S. H. Leeflang and Dick R. Wittink ;** [**Kumpulan Jurnal Marketing\Dynamic Analysis of a Competitive Marketing System.pdf**](Kumpulan%20Jurnal%20Marketing/Dynamic%20Analysis%20of%20a%20Competitive%20Marketing%20System.pdf)
46. **Early Efforts at Integ rating Busin ess and Envir onm ent at SC Johns on ; Mark Haveman and Mark Dorfman ;** [**Kumpulan Jurnal Marketing\Early Efforts at Integrating Business and Environment at SC John son.pdf**](Kumpulan%20Jurnal%20Marketing/Early%20Efforts%20at%20Integrating%20Business%20and%20Environment%20at%20SC%20John%20son.pdf)
47. **Emerging trends in the use of the Internet - lessons from the football sector ; John Beech, Simon Chadwick and Alan Tapp ;** [**Kumpulan Jurnal Marketing\Emerging trends in the use of internet(marketing).pdf**](Kumpulan%20Jurnal%20Marketing/Emerging%20trends%20in%20the%20use%20of%20internet(marketing).pdf)
48. **Estimating Price Movements for Consumer Durables Using Electronic Retail Transactions Data: An Empirical Study on Televisions ; Robin Lowe and Candace Ruscher ;** [**Kumpulan Jurnal Marketing\Estimating Price Movement for Consumer Durables Using Electronic Retail .pdf**](Kumpulan%20Jurnal%20Marketing/Estimating%20Price%20Movement%20for%20Consumer%20Durables%20Using%20Electronic%20Retail%20.pdf)
49. **Examination of US Hispanic-owned, small retail and service businesses: an organizational life cycle approach ; Soyeon Shim, Mary Ann Eastlick and Sherry Lotz ;** [**Kumpulan Jurnal Marketing\Examaination of US Hispanic-Owned, small retail & Services Business.pdf**](Kumpulan%20Jurnal%20Marketing/Examaination%20of%20US%20Hispanic-Owned,%20small%20retail%20&%20Services%20Business.pdf)
50. **Excellence-Market Orientation Link: Some Consequences for Service Firms ; Albert Caruana, Leyland Pitt and Pierre Berthon ;** [**Kumpulan Jurnal Marketing\Excellence -Market Orientation Link- Some Consequences for Service Firm.pdf**](Kumpulan%20Jurnal%20Marketing/Excellence%20-Market%20Orientation%20Link-%20Some%20Consequences%20for%20Service%20Firm.pdf)
51. **Exploring Chinese cultural influences and hospitality marketing relationships ; David Gilbert and Jenny Tsao ;** [**Kumpulan Jurnal Marketing\Exploring Chinese cultural influences and hospitality marketing relationships.pdf**](Kumpulan%20Jurnal%20Marketing/Exploring%20Chinese%20cultural%20influences%20and%20hospitality%20marketing%20relationships.pdf)
52. **Exploring companion selling: does the situation affect customers' perceptions? ; Michael Jay Polonsky, Heidi Cameron, Sara Halstead, Angela Ratcliffe, Pietro Stilo and Gillian Watt ;** [**Kumpulan Jurnal Marketing\Exploring companion selling\_ does the situation affect customers' perceptions.pdf**](Kumpulan%20Jurnal%20Marketing/Exploring%20companion%20selling_%20does%20the%20situation%20affect%20customers'%20perceptions.pdf)
53. **Exploring consumer product construct systems with the repertory grid technique ; David Marsden and Dale Littler ;** [**Kumpulan Jurnal Marketing\Exploring consumer product construct systems with repertory grid technique.pdf**](Kumpulan%20Jurnal%20Marketing/Exploring%20consumer%20product%20construct%20systems%20with%20repertory%20grid%20technique.pdf)
54. **Export implications for the Japanese fruit market: fruit-specific lifestyle segments ; Soyeon Shim, Kenneth Gehrt and Sherry Lotz ;** [**Kumpulan Jurnal Marketing\Export implications for the Japanese fruit market\_ fruit-specific lifestyle segments.pdf**](Kumpulan%20Jurnal%20Marketing/Export%20implications%20for%20the%20Japanese%20fruit%20market_%20fruit-specific%20lifestyle%20segments.pdf)
55. **Factors influencing adoption of new apple and pear varieties in Europe and the UK ; Mike Reid and David Buisson ;** [**Kumpulan Jurnal Marketing\Factors influencing adoption of new apple and pear varieties in Europe and the UK.pdf**](Kumpulan%20Jurnal%20Marketing/Factors%20influencing%20adoption%20of%20new%20apple%20and%20pear%20varieties%20in%20Europe%20and%20the%20UK.pdf)
56. **Fighting brawn with brains ; Sabine Bonnot, Emma Carr, and Michael J. Reyner ;** [**Kumpulan Jurnal Marketing\Fighting brawn with brains.pdf**](Kumpulan%20Jurnal%20Marketing/Fighting%20brawn%20with%20brains.pdf)
57. **Focusing customer demand through manufacturing supply chains by the use of customer focused cells: An appraisal John Griffiths, Richard James and John Kempson ;** [**Kumpulan Jurnal Marketing\Focusing customer demand through manufacturing supply chains by t.pdf**](Kumpulan%20Jurnal%20Marketing/Focusing%20customer%20demand%20through%20manufacturing%20supply%20chains%20by%20t.pdf)
58. **From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing ; Christian Grönroos ;** [**Kumpulan Jurnal Marketing\From Marketing Mix to Relationship Marketing, toward a Paradigm Shift in marketing.pdf**](Kumpulan%20Jurnal%20Marketing/From%20Marketing%20Mix%20to%20Relationship%20Marketing,%20toward%20a%20Paradigm%20Shift%20in%20marketing.pdf)
59. **Generic Entry and the Pricing of Pharmaceuticals ; RICHARD G. FRANK and DAVID S. SALKEVER ;** [**Kumpulan Jurnal Marketing\Generic Entry and the Pricing of Pharmaceuticals.pdf**](Kumpulan%20Jurnal%20Marketing/Generic%20Entry%20and%20the%20Pricing%20of%20Pharmaceuticals.pdf)
60. **German retailing expansion - a decade of change? ; Terry Robinson Robert Foot and Colin M. Clarke-Hill ;** [**Kumpulan Jurnal Marketing\German retailing expansion - a decade of change.pdf**](Kumpulan%20Jurnal%20Marketing/German%20retailing%20expansion%20-%20a%20decade%20of%20change.pdf)
61. **GREENER PURCHASING ACTIVITIES WITHIN UK LOCAL AUTHORITIES ; Katherine E. Warner and Colin Ryall ;** [**Kumpulan Jurnal Marketing\GREENER PURCHASING Activities within UK local authorities.pdf**](Kumpulan%20Jurnal%20Marketing/GREENER%20PURCHASING%20Activities%20within%20UK%20local%20authorities.pdf)
62. **Hedonic Regressions: A Consumer Theory Approach ; Erwin Diewert ;**[**Kumpulan Jurnal Marketing\Hedonic regression, a consumer theory approach.pdf**](Kumpulan%20Jurnal%20Marketing/Hedonic%20regression,%20a%20consumer%20theory%20approach.pdf)
63. **High-Frequency Substitution and the Measurement of Price Indexes ; Robert C. Feenstra and Matthew D. Shapiro ;** [**Kumpulan Jurnal Marketing\High Frequency Substitution and The Measurement of Price Index.pdf**](Kumpulan%20Jurnal%20Marketing/High%20Frequency%20Substitution%20and%20The%20Measurement%20of%20Price%20Index.pdf)
64. **Homeostasis and consumer behavior across cultures ; Philip M. Parker and Nader T. Tavassoli ;** [**Kumpulan Jurnal Marketing\Homeostasis and Customer Behavior Across Cultures.pdf**](Kumpulan%20Jurnal%20Marketing/Homeostasis%20and%20Customer%20Behavior%20Across%20Cultures.pdf)
65. **HOW A SUCCESSFUL GAINSHARING PROGRAM AROSE FROM AN OLD ONE’S ASHES AT BELL ATLANTIC (NOW VERIZON) DIRECTORY GRAPHICS ; by Michael J. Gaudioso ;** [**Kumpulan Jurnal Marketing\How a successful gainsharing program arose from an old one's ashes.pdf**](Kumpulan%20Jurnal%20Marketing/How%20a%20successful%20gainsharing%20program%20arose%20from%20an%20old%20one's%20ashes.pdf)
66. **Implementing international qualitative research: techniques and obstacles ; Alan S. Zimmerman and Michael Szenberg ;** [**Kumpulan Jurnal Marketing\Implementing international qualitative research,techniques and obstacles.pdf**](Kumpulan%20Jurnal%20Marketing/Implementing%20international%20qualitative%20research,techniques%20and%20obstacles.pdf)
67. **Improving the Effectiveness of Field Sales Organizations A European Perspectiv ; Artur Baldauf and David W. Cravens ;** [**Kumpulan Jurnal Marketing\improving the effectivness of field sales organizations.pdf**](Kumpulan%20Jurnal%20Marketing/improving%20the%20effectivness%20of%20field%20sales%20organizations.pdf)
68. **Increasing brand loyalty in the hospitality industry ; Mustafa Tepeci ;** [**Kumpulan Jurnal Marketing\Increasing brand loyalty in the hospitality industry.pdf**](Kumpulan%20Jurnal%20Marketing/Increasing%20brand%20loyalty%20in%20the%20hospitality%20industry.pdf)
69. **Influence of Managerial Behaviors and Job Autonomy on Job Satisfaction of Industrial Salespersons ; A Cross-Cultural Study ; Thomas E. DeCarlo and Sanjeev Agarwal ;** [**Kumpulan Jurnal Marketing\influence on managerial behavior and job otonomy on.pdf**](Kumpulan%20Jurnal%20Marketing/influence%20on%20managerial%20behavior%20and%20job%20otonomy%20on.pdf)
70. **Information externalities in a model of sales ; John Morgan and Martin Sefton ;** [**Kumpulan Jurnal Marketing\Information externalities in a model of sales.pdf**](Kumpulan%20Jurnal%20Marketing/Information%20externalities%20in%20a%20model%20of%20sales.pdf)
71. **Integrating Learning and Knowledge Infrastructure ; Terry Finerty, Partner, Knowledge Services and Arthur Andersen ;** [**Kumpulan Jurnal Marketing\Integrating Learning and Knowledge Infrastructure.pdf**](Kumpulan%20Jurnal%20Marketing/Integrating%20Learning%20and%20Knowledge%20Infrastructure.pdf)
72. **Integrating market, technology, and policy opportunities in e-business strategy ; S.L. Jarvenpaa and E.H. Tiller ;** [**Kumpulan Jurnal Marketing\Integrating market, technology, and policy opportunities in e-business strategy.pdf**](Kumpulan%20Jurnal%20Marketing/Integrating%20market,%20technology,%20and%20policy%20opportunities%20in%20e-business%20strategy.pdf)
73. **Internal marketing: a review and some interdisciplinary research challenges ; Richard J. Varey ;** [**Kumpulan Jurnal Marketing\Internal marketing- a review and some interdisciplinary research challenges.pdf**](Kumpulan%20Jurnal%20Marketing/Internal%20marketing-%20a%20review%20and%20some%20interdisciplinary%20research%20challenges.pdf)
74. **Internal Marketing Role in Organizations: A Transaction Cost Perspective ; Leyland F. Pitt and Susan K. Foreman ;** [**Kumpulan Jurnal Marketing\Internal Marketing in organization role.pdf**](Kumpulan%20Jurnal%20Marketing/Internal%20Marketing%20in%20organization%20role.pdf)
75. **Standardization versus adaptation of international advertising strategies: Towards a framework ; Nikolaos Papavassiliou and Vlasis Stathakopoulos ;** [**Kumpulan Jurnal Marketing\international adverstising.pdf**](Kumpulan%20Jurnal%20Marketing/international%20adverstising.pdf)
76. **Internationalisation of large-format retailers and leisure providers in western Europe: planning and property impacts ; Cliff Guy ;** [**Kumpulan Jurnal Marketing\Internationalisation of large-format retailers and leisure provider.pdf**](Kumpulan%20Jurnal%20Marketing/Internationalisation%20of%20large-format%20retailers%20and%20leisure%20provider.pdf)
77. **Internet marketing research: opportunities and problems ; Olivier Furrer and D. Sudharshan ;** [**Kumpulan Jurnal Marketing\Internet marketing research, opportunities and problem.pdf**](Kumpulan%20Jurnal%20Marketing/Internet%20marketing%20research,%20opportunities%20and%20problem.pdf)
78. **Interpretive consumer research: two more contributions to theory and practice ; Avi Shankar and Christina Goulding ;** [**Kumpulan Jurnal Marketing\Interpretive consumer reseach,two more contributions to theory and practice.pdf**](Kumpulan%20Jurnal%20Marketing/Interpretive%20consumer%20reseach,two%20more%20contributions%20to%20theory%20and%20%20practice.pdf)
79. **Introducing Interface Management in New Product Family Development ; Niklas Sundgren ;** [**Kumpulan Jurnal Marketing\Introducing Interface Management in New Product Family Development.pdf**](Kumpulan%20Jurnal%20Marketing/Introducing%20Interface%20Management%20in%20New%20Product%20Family%20Development.pdf)
80. **Introduction to the Second Special Sales Management Issue ; Earl D. Honeycutt, Jr. ;** [**Kumpulan Jurnal Marketing\introduction to the second special sales management issue.pdf**](Kumpulan%20Jurnal%20Marketing/introduction%20to%20the%20second%20special%20sales%20management%20issue.pdf)
81. **Investigating New Product Diffusion across Products and Countries ; Debabrata Talukdar, K. Sudhir and Andrew Ainslie ;** [**Kumpulan Jurnal Marketing\Investigating New Product Diffusion Across Products and Countries.pdf**](Kumpulan%20Jurnal%20Marketing/Investigating%20New%20Product%20Diffusion%20Across%20Products%20and%20Countries.pdf)
82. **Issue-based nets: a methodological approach to the sampling issue in industrial networks research ; Carlos Melo Brito ;** [**Kumpulan Jurnal Marketing\Issue-based nets, a methodoligical approach to the sampling issue in.pdf**](Kumpulan%20Jurnal%20Marketing/Issue-based%20nets,%20a%20methodoligical%20approach%20to%20the%20sampling%20issue%20in.pdf)
83. **Linking perceived service quality and service loyalty: a multi-dimensional perspective ; Josee Bloemer ;** [**Kumpulan Jurnal Marketing\Linking perceived service quality and service loyalty - a multi-dimensional perspective.pdf**](Kumpulan%20Jurnal%20Marketing/Linking%20perceived%20service%20quality%20and%20service%20loyalty%20-%20a%20multi-dimensional%20perspective.pdf)
84. **Cultural Values and Advertising in Malaysia: Views from the Industry ; David S. Waller ;** [**Kumpulan Jurnal Marketing\malaysian culture and advertising.pdf**](Kumpulan%20Jurnal%20Marketing/malaysian%20culture%20and%20advertising.pdf)
85. **Management consultant meets a potential client for the first time: the pre-entry phase of consultancy in SMEs and the issues of qualitative research methodology ; Ivana Adamson ;** [**Kumpulan Jurnal Marketing\Management Consulting, SMEs and issues in quantitative research methodology.pdf**](Kumpulan%20Jurnal%20Marketing/Management%20Consulting,%20SMEs%20and%20issues%20in%20quantitative%20research%20methodology.pdf)
86. **RELATIONSHIP EFFORT DAN KUALITAS LAYANAN SEBAGAI STRATEGI PENGUAT RELATIONSHIP OUTCOMES (Sebuah Tinjauan Konseptual dalam Bisnis Ritel Modern di Indonesia) ; Chr. Whidya Utami ;** [**Kumpulan Jurnal Marketing\MAR06010103.pdf**](Kumpulan%20Jurnal%20Marketing/MAR06010103.pdf)
87. **ANALISIS DAMPAK SERVICE PERFORMANCE DAN KEPUASAN SEBAGAI MODERATING VARIABLE TERHADAP LOYALITAS NASABAH (Studi pada Nasabah Tabungan Bank Mandiri Cabang Surabaya) ; Diah Dharmayanti ;** [**Kumpulan Jurnal Marketing\MAR06010104.pdf**](Kumpulan%20Jurnal%20Marketing/MAR06010104.pdf)
88. **ANALISA SENSITIVITAS RESPON KONSUMEN TERHADAP EKSTENSIFIKASI MEREK (BRAND EXTENSION) PADA MARGARINE MEREK FILMA DI SURABAYA ; Diah Dharmayanti ;** [**Kumpulan Jurnal Marketing\MAR06010202d.pdf**](Kumpulan%20Jurnal%20Marketing/MAR06010202d.pdf)
89. **Market entry effects of large format retailers: a stakeholder analysis ; Stephen J. Arnold and Monika Narang Luthra ;** [**Kumpulan Jurnal Marketing\Market entry effects of large format retailers\_ a stakeholder analysis.pdf**](Kumpulan%20Jurnal%20Marketing/Market%20entry%20effects%20of%20large%20format%20retailers_%20a%20stakeholder%20analysis.pdf)
90. **Market manipulation: a necessary strategy in the company turnaround process? ; Michael Harker ;** [**Kumpulan Jurnal Marketing\Market manipulation\_ a necessary strategy in the company turnaround process.pdf**](Kumpulan%20Jurnal%20Marketing/Market%20manipulation_%20a%20necessary%20strategy%20in%20the%20company%20turnaround%20process.pdf)
91. **Market power and its measurement ; Lisa Wood ;** [**Kumpulan Jurnal Marketing\Market power and its measurement.pdf**](Kumpulan%20Jurnal%20Marketing/Market%20power%20and%20its%20measurement.pdf)
92. **Market Reactions to Changes in Analyst Consensus Recommendations Following Quarterly Earnings Announcements ; Chul W. Park and Morton Pincus ;** [**Kumpulan Jurnal Marketing\Market Reactions to Changes in Analyst Consensus Recommendations.pdf**](Kumpulan%20Jurnal%20Marketing/Market%20Reactions%20to%20Changes%20in%20Analyst%20Consensus%20Recommendations.pdf)
93. **Market segmentation: strategies for success ; Sally Dibb ;** [**Kumpulan Jurnal Marketing\Market segmentation, strategies for success.pdf**](Kumpulan%20Jurnal%20Marketing/Market%20segmentation,%20strategies%20for%20success.pdf)
94. **Marketing and investment banking I: practical and theoretical challenges ; Peter W. Turnbull and Theofanis Moustakatos ;** [**Kumpulan Jurnal Marketing\Marketing and investment banking I practical and theoritical chalenges .pdf**](Kumpulan%20Jurnal%20Marketing/Marketing%20and%20investment%20banking%20I%20practical%20and%20theoritical%20chalenges%20.pdf)
95. **Marketing and investment banking II: relationships and competitive advantage ; Peter W. Turnbull and Theofanis Moustakatos ;** [**Kumpulan Jurnal Marketing\Marketing and investment banking II relationships and competitive agvantage.pdf**](Kumpulan%20Jurnal%20Marketing/Marketing%20and%20investment%20banking%20II%20relationships%20and%20competitive%20agvantage.pdf)
96. **Marketing and political campaigning: mutually exclusive or exclusively mutual? ; Paul R. Baines and John Egan ;** [**Kumpulan Jurnal Marketing\Marketing and political campaigning.pdf**](Kumpulan%20Jurnal%20Marketing/Marketing%20and%20political%20campaigning.pdf)
97. **Marketing and strategy fit together (in spite of what some management educators seem to think!) ; Nigel F. Piercy ;** [**Kumpulan Jurnal Marketing\Marketing and strategy fit together.pdf**](Kumpulan%20Jurnal%20Marketing/Marketing%20and%20strategy%20fit%20together.pdf)
98. **Marketing as a form of adaptation: empirical evidence from a developing economy ; Felix T. Mavondo ;** [**Kumpulan Jurnal Marketing\Marketing as a form of adaptation, empirical evidence from a developing economy.pdf**](Kumpulan%20Jurnal%20Marketing/Marketing%20as%20a%20form%20of%20adaptation,%20empirical%20evidence%20from%20a%20developing%20economy.pdf)
99. **Marketing in 3D ;** **David Court, Thomas D. French, Tim I. McGuire, and Michael Partington ;** [**Kumpulan Jurnal Marketing\marketing in 3-d.pdf**](Kumpulan%20Jurnal%20Marketing/marketing%20in%203-d.pdf)
100. **Marketing in a postmodern world A. ; Fuat Fırat, Nikhilesh Dholakia and Alladi Venkatesh ;** [**Kumpulan Jurnal Marketing\Marketing in a postmodern world.pdf**](Kumpulan%20Jurnal%20Marketing/Marketing%20in%20a%20postmodern%20world.pdf)
101. **Marketing on the Internet — who can benefit from an online marketing approach? ; Melody Y. Kiang, T.S. Raghu b and Kevin Huei-Min Shang ;** [**Kumpulan Jurnal Marketing\marketing online.pdf**](Kumpulan%20Jurnal%20Marketing/marketing%20online.pdf)
102. **Marketing works : a study of the restaurants on Bornholm, Denmark ; Szilvia Gymothy, Charlotte R. Rassing and Stephen Wanhil ;** [**Kumpulan Jurnal Marketing\Marketing works, a study of the restaurants on Bornholm, Denmark.pdf**](Kumpulan%20Jurnal%20Marketing/Marketing%20works,%20a%20study%20of%20the%20restaurants%20on%20Bornholm,%20Denmark.pdf)
103. **Measurement in a cross-cultural environment: survey translation issues ; Susan Y. McGorry ;** [**Kumpulan Jurnal Marketing\Measurement in a cross cultural environment(marketing).pdf**](Kumpulan%20Jurnal%20Marketing/Measurement%20in%20a%20cross%20cultural%20environment(marketing).pdf)
104. **Modelling bank customer satisfaction through mediation of attitudes towards human and automated banking ; Luiz Moutinho and Anne Smith ;** [**Kumpulan Jurnal Marketing\Modelling bank customer satisfaction through mediation of attitu.pdf**](Kumpulan%20Jurnal%20Marketing/Modelling%20bank%20customer%20satisfaction%20through%20mediation%20of%20attitu.pdf)
105. **Narrative text biases attending the critical incidents technique ; Alvin C. Burns, Laura A. Williams and James “Trey” Maxham, III ;** [**Kumpulan Jurnal Marketing\Narrative text biases, a marketing research.pdf**](Kumpulan%20Jurnal%20Marketing/Narrative%20text%20biases,%20a%20marketing%20research.pdf)
106. **New Product Positioning in an Evolving Technology Environment ; Sanjay Jain and Kamalini Ramdas ;** [**Kumpulan Jurnal Marketing\New Product Positioning in an Evolving Technology Environment.pdf**](Kumpulan%20Jurnal%20Marketing/New%20Product%20Positioning%20in%20an%20Evolving%20Technology%20Environment.pdf)
107. **Observable Oral Participation in the Servuction System: Toward a Content and Process Model ; Barry Davies, Steve Baron and Kim Harris ;** [**Kumpulan Jurnal Marketing\Obsservable Oral Participation in The Servuction System.pdf**](Kumpulan%20Jurnal%20Marketing/Obsservable%20Oral%20Participation%20in%20The%20Servuction%20System.pdf)
108. **Organisational factors and knowledge management within large marketing departments: an empirical study ; Roger Bennett and Helen Gabriel ;** [**Kumpulan Jurnal Marketing\Organization factors and knowledge mgt within large marketing dept.pdf**](Kumpulan%20Jurnal%20Marketing/Organization%20factors%20and%20knowledge%20mgt%20within%20large%20marketing%20dept.pdf)
109. **Predicting cooperative behavior during a retailer’s bankruptcy ; Madeline Johnson and Betsy D. Gelb ;** [**Kumpulan Jurnal Marketing\Predicting cooperative behavior during a retailer's bankcruptcy.pdf**](Kumpulan%20Jurnal%20Marketing/Predicting%20cooperative%20behavior%20during%20a%20retailer's%20bankcruptcy.pdf)
110. **Pre-Purchase Attribute Verifiability, Source Credibility, and Persuasion ; Shailendra Pratap Jain and Steven S. Posavac ;** [**Kumpulan Jurnal Marketing\Pre-Purchase Attribute Verifiability, Source Credibility, and Persuasion.pdf**](Kumpulan%20Jurnal%20Marketing/Pre-Purchase%20Attribute%20Verifiability,%20Source%20Credibility,%20and%20Persuasion.pdf)
111. **Price Index Estimation Using Price Imputation for Unsold Items ; Ralph Bradley ;** [**Kumpulan Jurnal Marketing\Price index estimation using price imputation for unsold items.pdf**](Kumpulan%20Jurnal%20Marketing/Price%20index%20estimation%20using%20price%20imputation%20for%20unsold%20items.pdf)
112. **Pricing, Production and Persistence ; Michael Dotsey and Robert G. King ;** [**Kumpulan Jurnal Marketing\Pricing, Production and Persistence.pdf**](Kumpulan%20Jurnal%20Marketing/Pricing,%20Production%20and%20Persistence.pdf)
113. **Problems and opportunities of retailing in the US “Inner Citya” ; Marilyn Lavin ;** [**Kumpulan Jurnal Marketing\Problems and Opportunities of Retailing in the US 'Inner City'-.pdf**](Kumpulan%20Jurnal%20Marketing/Problems%20and%20Opportunities%20of%20Retailing%20in%20the%20US%20'Inner%20City'-.pdf)
114. **Product Customization and Price Competition on the Internet ; Rajiv M. Dewan, Bing Jing and Abraham Seidmann ;** [**Kumpulan Jurnal Marketing\Product Customization and Price Competition on the Internet.pdf**](Kumpulan%20Jurnal%20Marketing/Product%20Customization%20and%20Price%20Competition%20on%20the%20Internet.pdf)
115. **Product Market Competition and Credit Provision ; Raymond Fisman and Mayank Raturi Swissre ;** [**Kumpulan Jurnal Marketing\Product Market Competition and Credit Provision.pdf**](Kumpulan%20Jurnal%20Marketing/Product%20Market%20Competition%20and%20Credit%20Provision.pdf)
116. **Product perishability and multistore grocery shopping ; Robert E. Krider and Charles B. Weinberg ;** [**Kumpulan Jurnal Marketing\Product Perishabililty and multistore Grocery Shopping.pdf**](Kumpulan%20Jurnal%20Marketing/Product%20Perishabililty%20and%20multistore%20Grocery%20Shopping.pdf)
117. **Projecting the right image: using projective techniques to measure brand image ; Michael Hussey and Nicola Duncombe ;** [**Kumpulan Jurnal Marketing\Projecting the right image(marketing).pdf**](Kumpulan%20Jurnal%20Marketing/Projecting%20the%20right%20image(marketing).pdf)
118. **The development and application of a qualitative approach to researching the marketing networks of small ﬁrm entrepreneurs ; Jimmy Hill, Pauric McGowan and Paula Drummond ;** [**Kumpulan Jurnal Marketing\Qualitative approach for reseaching the marketing networks of .pdf**](Kumpulan%20Jurnal%20Marketing/Qualitative%20approach%20for%20reseaching%20the%20marketing%20networks%20of%20.pdf)
119. **Looking at me, looking at you: qualitative research and the politics of knowledge representations in advertising and academia ; Chris Hackley ;** [**Kumpulan Jurnal Marketing\Qualitative research and the politics of knowledge representation.pdf**](Kumpulan%20Jurnal%20Marketing/Qualitative%20research%20and%20the%20politics%20of%20knowledge%20representation.pdf)
120. **Recognising deductive processes in qualitative research ; Kenneth F. Hyde ;** [**Kumpulan Jurnal Marketing\Recognising deductive processes in qualitative research.pdf**](Kumpulan%20Jurnal%20Marketing/Recognising%20deductive%20processes%20in%20qualitative%20research.pdf)
121. **Re-evaluating the marketing concept ; Goran Svensson ;** [**Kumpulan Jurnal Marketing\Re-evaluating the Marketing Concept.pdf**](Kumpulan%20Jurnal%20Marketing/Re-evaluating%20the%20Marketing%20Concept.pdf)
122. **Relationship marketing in Japan: the buyer-supplier relationships of four automakers ; Jai-Beom Kim and Paul Michell ;** [**Kumpulan Jurnal Marketing\Relationship marketing in Japan\_ the buyer-supplier relationships of four automakers .pdf**](Kumpulan%20Jurnal%20Marketing/Relationship%20marketing%20in%20Japan_%20the%20buyer-supplier%20relationships%20of%20four%20automakers%20.pdf)
123. **What's Relationship Marketing? ; Bruce DeYoung ;** [**Kumpulan Jurnal Marketing\Relationship Marketing.doc**](Kumpulan%20Jurnal%20Marketing/Relationship%20Marketing.doc)
124. **Relationship Marketing Strategy ; Patricia Sorce, Ph.D. ;** [**Kumpulan Jurnal Marketing\Relationship Marketing.pdf**](Kumpulan%20Jurnal%20Marketing/Relationship%20Marketing.pdf)
125. **Research into small ﬁrm marketing: a contextual stepwise approach ; Wai-sum Siu and David A. Kirby ;** [**Kumpulan Jurnal Marketing\Research into small firm marketing, a contextual stepwise approach.pdf**](Kumpulan%20Jurnal%20Marketing/Research%20into%20small%20firm%20marketing,%20a%20contextual%20stepwise%20approach.pdf)
126. **Postmodern marketing: research issues for retail financial services ; Jillian Dawes and Reva Berman Brown ;** [**Kumpulan Jurnal Marketing\Research issues for retail financial services.pdf**](Kumpulan%20Jurnal%20Marketing/Research%20issues%20for%20retail%20financial%20services.pdf)
127. **Researching possibilities in marketing ; Richard Christy and Michael Wood ;** [**Kumpulan Jurnal Marketing\Researsh possibilities in marketing.pdf**](Kumpulan%20Jurnal%20Marketing/Researsh%20possibilities%20in%20marketing.pdf)
128. **Retail borrowing: insights and implications on returning used merchandise ; Francis Piron and Murray Young ;**[**Kumpulan Jurnal Marketing\Retail borrowing\_ insights and implications on returning used merchandise.pdf**](Kumpulan%20Jurnal%20Marketing/Retail%20borrowing_%20insights%20and%20implications%20on%20returning%20used%20merchandise.pdf)
129. **Retail customers as partial employees in service provision: a conceptual framework ; Hean Tat Keh and Chi Wei Teo ;** [**Kumpulan Jurnal Marketing\Retail customers as partial employees in service provision\_ a conceptual framework.pdf**](Kumpulan%20Jurnal%20Marketing/Retail%20customers%20as%20partial%20employees%20in%20service%20provision_%20a%20conceptual%20framework.pdf)
130. **Retailing in Bangkok: an intriguing example of agglomeration ; Keith Blois, Rujirutana Mandhachitara and Tasman Smith ;** [**Kumpulan Jurnal Marketing\Retailing in Bangkok\_ an intriguing example of agglomeration.pdf**](Kumpulan%20Jurnal%20Marketing/Retailing%20in%20Bangkok_%20an%20intriguing%20example%20of%20agglomeration.pdf)
131. **Sales and Elections as Methods for Transferring Corporate Control ; Ronald J. Gilson and Alan Schwartz ;** [**Kumpulan Jurnal Marketing\Sales and Elections as Methods for transferring corporate control.pdf.pdf**](Kumpulan%20Jurnal%20Marketing/Sales%20and%20Elections%20as%20Methods%20for%20transferring%20corporate%20control.pdf.pdf)
132. **“Saying is one thing; doing is another”: the role of observation in marketing research ; Jonathan Boote and Ann Mathews ;** [**Kumpulan Jurnal Marketing\Saying is one thing,doing is another,the role of observation in marketing research.pdf**](Kumpulan%20Jurnal%20Marketing/Saying%20is%20one%20thing,doing%20is%20another,the%20role%20of%20observation%20in%20marketing%20research.pdf)
133. **Servicescapes: From Modern Non-Places to Postmodern Common Places ; Ve´ronique Aubert-Gamet and Bernard Cova ;** [**Kumpulan Jurnal Marketing\Servicescapes from modern nonplaces to post modern common places.pdf**](Kumpulan%20Jurnal%20Marketing/Servicescapes%20from%20modern%20nonplaces%20to%20post%20modern%20common%20places.pdf)
134. **Internet Banking: Market Developments and Regulatory Issues ; John Carlson, Karen Furst, William W. Lang, and Daniel E. Nolle ;** [**Kumpulan Jurnal Marketing\SGEC2000.pdf**](Kumpulan%20Jurnal%20Marketing/SGEC2000.pdf)
135. **Special Issue on Service Marketing and Management: European Contributions ; Rik Pieters and Guenther Botschen ;** [**Kumpulan Jurnal Marketing\Special Isue in Service Marketing and Management.pdf**](Kumpulan%20Jurnal%20Marketing/Special%20Isue%20in%20Service%20Marketing%20and%20Management.pdf)
136. **Store loyalty: its impact on retail revenue. An empirical study of purchasing behaviour in the UK ; Simon D. Knox and Tim J. Denison ;** [**Kumpulan Jurnal Marketing\Store Loyalty- Its Impact On Reetail Revenue.pdf**](Kumpulan%20Jurnal%20Marketing/Store%20Loyalty-%20Its%20Impact%20On%20Reetail%20Revenue.pdf)
137. **Strategic marketing processes of Australian companies: a preliminary investigation ; Mathew Joseph, Beatriz Joseph, Simpson Poon and Roger Brookbank ;** [**Kumpulan Jurnal Marketing\Strategic marketing processes of Australian companies, a preliminary investigation.pdf**](Kumpulan%20Jurnal%20Marketing/Strategic%20marketing%20processes%20of%20Australian%20companies,%20a%20preliminary%20investigation.pdf)
138. **STRATEGIC MARKETING TYPES: EVIDENCE FROM THE EUROPEAN MEAT PROCESSING INDUSTRY ; Jesper Strandskov, Lone S. Hundahl, Christina M. Laursen ;** [**Kumpulan Jurnal Marketing\Strategic marketing types, Evidence from the European meat processing industry.pdf**](Kumpulan%20Jurnal%20Marketing/Strategic%20marketing%20types,%20Evidence%20from%20the%20European%20meat%20processing%20industry.pdf)
139. **Student Preferences for Sales Careers Around the Pacific Rim ; Earl D. Honeycutt, Jr. John B. Ford, Michael J. Swenson and William R. Swinyard ;** [**Kumpulan Jurnal Marketing\student preferences for sales carreers around the pasific rim.pdf**](Kumpulan%20Jurnal%20Marketing/student%20preferences%20for%20sales%20carreers%20around%20the%20pasific%20rim.pdf)
140. **Selected papers from the Academy of Marketing Conference Lost in music? Subjective personal introspection and popular music consumption ; Avi Shankar ;** [**Kumpulan Jurnal Marketing\Subjective personal introspection and popular music consumption(marketing).pdf**](Kumpulan%20Jurnal%20Marketing/Subjective%20personal%20introspection%20and%20popular%20music%20consumption(marketing).pdf)
141. **Successful competitive positioning: the key for entry into the European consumer market ; John R. Darling ;** [**Kumpulan Jurnal Marketing\Successful competitive positioning, the key for entry into the.pdf**](Kumpulan%20Jurnal%20Marketing/Successful%20competitive%20positioning,%20the%20key%20for%20entry%20into%20the.pdf)
142. **Superstore interactivity: a new self-service paradigm of retail service? ; Bill Merrilees and Dale Miller ;** [**Kumpulan Jurnal Marketing\Superstore interactivity\_ a new self-service paradigm of retail service.pdf**](Kumpulan%20Jurnal%20Marketing/Superstore%20interactivity_%20a%20new%20self-service%20paradigm%20of%20retail%20service.pdf)
143. **Survivors of “W-day”: an assessment of the impact of Wal-Mart's invasion of small town retailing communities ; Mark Peterson and Jeffrey E. McGee ;** [**Kumpulan Jurnal Marketing\Survivors of W-day\_ an assessment of the impact o.pdf**](Kumpulan%20Jurnal%20Marketing/Survivors%20of%20W-day_%20an%20assessment%20of%20the%20impact%20o.pdf)
144. **‘‘Teach ten thousand stars how not to dance’’: a survey of alternative ontologies in marketing research ; Ed Chung and Stephen Alagaratnam ;** [**Kumpulan Jurnal Marketing\Teach ten thousand star how not to dance, a survey of alternatif.pdf**](Kumpulan%20Jurnal%20Marketing/Teach%20ten%20thousand%20star%20how%20not%20to%20dance,%20a%20survey%20of%20alternatif.pdf)
145. **“The Brand Switching Fraction of Promotion Effects: Unit Sales Versus Elasticity Decompositions” ; Harald J. van Heerde, Sachin Gupta, Cornell and Dick R. Wittink ;** [**Kumpulan Jurnal Marketing\The Brand Switching Fraction of Promotion Effects,.pdf**](Kumpulan%20Jurnal%20Marketing/The%20Brand%20Switching%20Fraction%20of%20Promotion%20Effects,.pdf)
146. **The Challenge of Global Customer Management ; David B. Montgomery and George S. Yip ;** [**Kumpulan Jurnal Marketing\The challenge of global customer management.pdf**](Kumpulan%20Jurnal%20Marketing/The%20challenge%20of%20global%20customer%20management.pdf)
147. **The Competition effects of look – A like products ; Paul W. Dobson ;** [**Kumpulan Jurnal Marketing\The Competition effects of Look Alike Products.pdf**](Kumpulan%20Jurnal%20Marketing/The%20Competition%20effects%20of%20Look%20Alike%20Products.pdf)
148. **THE DETERMINANTS OF INTERNET ADVERTISING: EVIDENCE FROM UK FIRMS ; David Paton and Neil Conant ;** [**Kumpulan Jurnal Marketing\THE DETERMINANTS OF INTERNET ADVERTISING, Evidence From UK.pdf**](Kumpulan%20Jurnal%20Marketing/THE%20DETERMINANTS%20OF%20INTERNET%20ADVERTISING,%20Evidence%20From%20UK.pdf)
149. **The Development and Emergence of Services Marketing Thought ; Stephen W. Brown, Raymond P. Fisk, and Mary Jo Bitner ;** [**Kumpulan Jurnal Marketing\The Development and Emergende of Services Marketing Thought.pdf**](Kumpulan%20Jurnal%20Marketing/The%20Development%20and%20Emergende%20of%20Services%20Marketing%20Thought.pdf)
150. **The development of a hybrid intelligent system for developing marketing strategy ; Shuliang Li ;** [**Kumpulan Jurnal Marketing\The development of a hybrid intelligent system for developing marketing strategy.pdf**](Kumpulan%20Jurnal%20Marketing/The%20development%20of%20a%20hybrid%20intelligent%20system%20for%20developing%20marketing%20strategy.pdf)
151. **The direct marketingdirect consumer gap: qualitative insights ; Martin Evans, Maurice Patterson and Lisa O’Malley ;** [**Kumpulan Jurnal Marketing\The direct marketing direct consumer gap, qualitative insights.pdf**](Kumpulan%20Jurnal%20Marketing/The%20direct%20marketing%20direct%20consumer%20gap,%20qualitative%20insights.pdf)
152. **The duel for the doorstep ; Himesh Bhise, Diana Farrell, Hans Miller, Andre Vanier, and Adil Zainulbhai ;** [**Kumpulan Jurnal Marketing\The duel for the doorstep.pdf**](Kumpulan%20Jurnal%20Marketing/The%20duel%20for%20the%20doorstep.pdf)
153. **The effect of decision costs on the formation of market-making intermediaries: a pilot experiment ; Mark Pingle ;** [**Kumpulan Jurnal Marketing\The effect of decision costs on the formation of market-making interm.pdf**](Kumpulan%20Jurnal%20Marketing/The%20effect%20of%20decision%20costs%20on%20the%20formation%20of%20market-making%20interm.pdf)
154. **The effect of internal marketing on organisational commitment among retail bank managers ; Albert Caruana and Peter Calleya;** [**Kumpulan Jurnal Marketing\The effect of internal marketing on organizational commitmen.pdf**](Kumpulan%20Jurnal%20Marketing/The%20effect%20of%20internal%20marketing%20on%20organizational%20commitmen.pdf)
155. **The impact of powerful and weak customers on quality assurance systems and quality improvement programs ; John Groocock ;** [**Kumpulan Jurnal Marketing\The impact of powerful and weak customers on quality assurance.pdf**](Kumpulan%20Jurnal%20Marketing/The%20impact%20of%20powerful%20and%20weak%20customers%20on%20quality%20assurance.pdf)
156. **The impact of price and extra product promotions on store preference ; Michael F. Smith and Indrajit Sinha ;** [**Kumpulan Jurnal Marketing\The impact of price and extra product promotions on store preference.pdf**](Kumpulan%20Jurnal%20Marketing/The%20impact%20of%20price%20and%20extra%20product%20promotions%20on%20store%20preference.pdf)
157. **The impact of Priceline.com on the grocery industry ; Randi Priluck ;** [**Kumpulan Jurnal Marketing\The impact of Priceline.com on the grocery industry.pdf**](Kumpulan%20Jurnal%20Marketing/The%20impact%20of%20Priceline.com%20on%20the%20grocery%20industry.pdf)
158. **The need for new paradigms for complex projects ; T M Williams ;** [**Kumpulan Jurnal Marketing\the need for new paradigms for complex projects.pdf**](Kumpulan%20Jurnal%20Marketing/the%20need%20for%20new%20paradigms%20for%20complex%20projects.pdf)
159. **The new infomediaries ; John Hagel III and Jeffrey F. Rayport ;** [**Kumpulan Jurnal Marketing\The new infomediaries.pdf**](Kumpulan%20Jurnal%20Marketing/The%20new%20infomediaries.pdf)
160. **The organizational barriers to developing market orientation ; Lloyd C. Harris ;** [**Kumpulan Jurnal Marketing\The organizational barriers to developing market orientation.pdf**](Kumpulan%20Jurnal%20Marketing/The%20organizational%20barriers%20to%20developing%20market%20orientation.pdf)
161. **The perceived impact of an off-centre factory outlet mall: the local community dimension ; A.G. Hallsworth and R.B. Johnson ;** [**Kumpulan Jurnal Marketing\The perceived impact of an off-centre factory outlet mall\_.pdf**](Kumpulan%20Jurnal%20Marketing/The%20perceived%20impact%20of%20an%20off-centre%20factory%20outlet%20mall_.pdf)
162. **The Process Improvement Notebook Forms Packet ;** [**Kumpulan Jurnal Marketing\The Process Improvement Notebook.pdf**](Kumpulan%20Jurnal%20Marketing/The%20Process%20Improvement%20Notebook.pdf)
163. **The relationship between customer loyalty and customer satisfaction ; John T. Bowen and Shiang-Lih Chen ;** [**Kumpulan Jurnal Marketing\The relationship between customer loyalty and customer satisfaction.pdf**](Kumpulan%20Jurnal%20Marketing/The%20relationship%20between%20customer%20loyalty%20and%20customer%20satisfaction.pdf)
164. **The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study ; Roger Hallowell ;** [**Kumpulan Jurnal Marketing\The relationships of customer satisfaction, customer loyalty.pdf**](Kumpulan%20Jurnal%20Marketing/The%20relationships%20of%20customer%20satisfaction,%20customer%20loyalty.pdf)
165. **The responses of front-line employees to market-oriented culture change ; Lloyd C. Harris and Emmanuel Ogbonna ;** [**Kumpulan Jurnal Marketing\The responses of front-line employees to market-oriented culture change.pdf**](Kumpulan%20Jurnal%20Marketing/The%20responses%20of%20front-line%20employees%20to%20market-oriented%20culture%20change.pdf)
166. **The retail internationalisation process ; Nicholas Alexander and Hayley Myers ;** [**Kumpulan Jurnal Marketing\The retail internationalisation process.pdf**](Kumpulan%20Jurnal%20Marketing/The%20retail%20internationalisation%20process.pdf)
167. **The role of loyalty card data within local marketing initiatives ; John Byrom ;** [**Kumpulan Jurnal Marketing\The role of loyalty card data within local marketing initiatives.pdf**](Kumpulan%20Jurnal%20Marketing/The%20role%20of%20loyalty%20card%20data%20within%20local%20marketing%20initiatives.pdf)
168. **The Size Of The Permanent Component Of Asset Pricing Kernels ; Fernando Alvarez and Urban J.Jermann ;** [**Kumpulan Jurnal Marketing\The Size of the Permanent Component of Asset Pricing Kernels.pdf**](Kumpulan%20Jurnal%20Marketing/The%20Size%20of%20the%20Permanent%20Component%20of%20Asset%20Pricing%20Kernels.pdf)
169. **The supplier-retailer relationship in the context of strategic groups ; Francisco Jose Mas Ruiz ;** [**Kumpulan Jurnal Marketing\The supplier-retailer relationship in the context of strategic groups.pdf**](Kumpulan%20Jurnal%20Marketing/The%20supplier-retailer%20relationship%20in%20the%20context%20of%20strategic%20groups.pdf)
170. **The uncertain search for opportunities: determinants of strategic alliances ; Mike Beverland and Philip Bretherton ;** [**Kumpulan Jurnal Marketing\The uncertain search for opportunities\_ determinants of strategic alliances.pdf**](Kumpulan%20Jurnal%20Marketing/The%20uncertain%20search%20for%20opportunities_%20determinants%20of%20strategic%20alliances.pdf)
171. **The war metaphor in retailing: do soldiers see going to war as like going shopping? ; Paul Whysall ;** [**Kumpulan Jurnal Marketing\The war metaphor iin marketing.pdf**](Kumpulan%20Jurnal%20Marketing/The%20war%20metaphor%20iin%20marketing.pdf)
172. **Time Series Analysis of Strategic Pricing Behavior in the US Airline Industry ; ILA M. SEMENICK ALAM, LEOLA B. ROSS and ROBIN C. SICKLES ;** [**Kumpulan Jurnal Marketing\Time Series Analysis of Strategic Pricing Behavior in the US Airline Industry.pdf**](Kumpulan%20Jurnal%20Marketing/Time%20Series%20Analysis%20of%20Strategic%20Pricing%20Behavior%20in%20the%20US%20Airline%20Industry.pdf)
173. **Trade Fairs as Services: A Look at Visitors’ Objectives in Spain ; Jose´ L. Munuera and Salvador Ruiz ;** [**Kumpulan Jurnal Marketing\Trade Fair as Service.pdf**](Kumpulan%20Jurnal%20Marketing/Trade%20Fair%20as%20Service.pdf)
174. **UNCERTAINTY IN COOPERATION BETWEEN SERVICE BUYERS AND SELLERS ; Kent Eriksson, Deo Sharma and Lars Silver ;** [**Kumpulan Jurnal Marketing\Uncertainty in cooperation between service buyers and sellers.pdf**](Kumpulan%20Jurnal%20Marketing/Uncertainty%20in%20cooperation%20between%20service%20buyers%20and%20sellers.pdf)
175. **Consumer ethnocentrism, product necessity and Polish consumers’ perceptions of quality ; Patricia Huddleston, Linda K. Good and Leslie Stoel ;** [**Kumpulan Jurnal Marketing\undefinedConsumer ethnocentrism, product necessity a.pdf**](Kumpulan%20Jurnal%20Marketing/undefinedConsumer%20ethnocentrism,%20product%20necessity%20a.pdf)
176. **International airport influences on impulsive shopping: trait and normative approach Ogenyi ; Omar and Anthony Kent ;** [**Kumpulan Jurnal Marketing\undefinedInternational airport influences on impulsive shoppin.pdf**](Kumpulan%20Jurnal%20Marketing/undefinedInternational%20airport%20influences%20on%20impulsive%20shoppin.pdf)
177. **Using Buyer’s Information Processing to Formulate Selling Strategies ; Kenneth A. Hunt and R. Edward Bashaw ;** [**Kumpulan Jurnal Marketing\Using Buyer's Information Processing to Formulate Selling Strategies.pdf**](Kumpulan%20Jurnal%20Marketing/Using%20Buyer's%20Information%20Processing%20to%20Formulate%20Selling%20Strategies.pdf)
178. **Using Conjoint Analysis to Help Design Product Platforms ; William L. Moore, Jordan J. Louviere, and Rohit Verma ;** [**Kumpulan Jurnal Marketing\Using Conjoint Analysis to Help Design Product Platforms.pdf**](Kumpulan%20Jurnal%20Marketing/Using%20Conjoint%20Analysis%20to%20Help%20Design%20Product%20Platforms.pdf)
179. **Using qualitative research to establish SME support needs ; John Sparrow ;** [**Kumpulan Jurnal Marketing\Using qualitative research to establish SME support needs.pdf.pdf**](Kumpulan%20Jurnal%20Marketing/Using%20qualitative%20research%20to%20establish%20SME%20support%20needs.pdf.pdf)
180. **Using the Analytic Hierarchy Process in New Product Screening ; Roger J. Calantone, C. Anthony Di Benedetto, and Jeffrey B. Schmidt ;** [**Kumpulan Jurnal Marketing\Using the Analytic Hierarchy Process in New Product Screening.pdf**](Kumpulan%20Jurnal%20Marketing/Using%20the%20Analytic%20Hierarchy%20Process%20in%20New%20%20Product%20Screening.pdf)
181. **USING THE WWW AS A MEDIUM FOR MARKETING RESEARCH IN FINANCIAL SERVICES: THE CASE OF XENON LABORATORIES ; Andy Lockett, Ian D. Blackman, Chris Holland and Pete Naudé ;** [**Kumpulan Jurnal Marketing\USING THE WWW AS A MEDIUM FOR .pdf**](Kumpulan%20Jurnal%20Marketing/USING%20THE%20WWW%20AS%20A%20MEDIUM%20FOR%20.pdf)
182. **Vehicle Ownership, Vehicle Acquisitions and the Growth of Auto Leasing: Evidence from Consumer Surveys ; Ana Aizcorbe and Martha Starr-McCluer ;** [**Kumpulan Jurnal Marketing\Vehicle Ownership, Vehicle Acquisitions and the Growth.pdf**](Kumpulan%20Jurnal%20Marketing/Vehicle%20Ownership,%20Vehicle%20Acquisitions%20and%20the%20Growth.pdf)
183. **Waiting time delays and customer satisfaction in supermarkets ; Gail Tom and Scott Lucey ;** [**Kumpulan Jurnal Marketing\Waiting time delays and customer satisfaction in supermarkets.pdf**](Kumpulan%20Jurnal%20Marketing/Waiting%20time%20delays%20and%20customer%20satisfaction%20in%20supermarkets.pdf)
184. **What Can the Price Gap between Branded and Private Label Products Tell Us about Markups? ; Robert Barsky, Mark Bergen, Shantanu Dutta and Daniel Levy ;** [**Kumpulan Jurnal Marketing\What Can The Price Gap between Branded and Private.pdf**](Kumpulan%20Jurnal%20Marketing/What%20Can%20The%20Price%20Gap%20between%20Branded%20and%20Private.pdf)
185. **What information do customers use when choosing a restaurant? ; Marta Pedraja and Jesus Yague ;** [**Kumpulan Jurnal Marketing\What information do customers use when choosing a restaurant.pdf**](Kumpulan%20Jurnal%20Marketing/What%20information%20do%20customers%20use%20when%20choosing%20a%20restaurant.pdf)
186. **When Salespeople Fail: Assessing Blame ; Marvin A. Jolson ;** [**Kumpulan Jurnal Marketing\when salespeople fail - assesing blame.pdf**](Kumpulan%20Jurnal%20Marketing/when%20salespeople%20fail%20-%20assesing%20blame.pdf)
187. **Why do customers switch? The dynamics of satisfaction versus loyalty ; Banwari Mittal and Walfried M. Lassar ;** [**Kumpulan Jurnal Marketing\Why do customers switch- The dynamics of satisfaction versus loyalty.pdf**](Kumpulan%20Jurnal%20Marketing/Why%20do%20customers%20switch-%20%20The%20dynamics%20of%20satisfaction%20versus%20loyalty.pdf)
188. **W hy Store Brand Penetration Varies by Retailer ; Sanjay K. Dhar and Stephen J. Hoch ;** [**Kumpulan Jurnal Marketing\Why Store Brand Penetration Varies By Retailler.pdf**](Kumpulan%20Jurnal%20Marketing/Why%20Store%20Brand%20Penetration%20Varies%20By%20Retailler.pdf)