Contents

Volume 4
Marketing-Mix Strategies – Distribution Strategy and Pricing Strategy

Distribution Strategy

I. Organization and Management Issues

57. Make-or-Buy Decisions: Vertical Integration and Marketing Productivity
   Erin Anderson and Barton A. Weitz
   3

58. Organizing and Managing Channels of Distribution
   Gary L. Frazier
   23

II. Channel Dynamics, Integration and Alignment

59. Strategic Integration in Industrial Distribution Channels: Managing the Interfirm Relationship as a Strategic Asset
   Jean L. Johnson
   49

60. Multichannel Marketing: Mindset and Program Development
   Bruce D. Weinberg, Salvatore Parise and Patricia J. Guinan
   74

III. Retail Strategy

61. A Distribution Services Approach for Developing Effective Competitive Strategies against “Big Box” Retailers
   Clifford S. Barber and Brian C. Tietje
   89

   V. Kumar and Denish Shah
   110

IV. Relationship Strategy

63. Conceptualising Business Relationships
   Anna Dubois and Håkan Håkansson
   134

64. Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality
   Thorsten Hennig-Thurau, Kevin P. Gwinner and Dwayne D. Gremler
   150

65. Interfirm Monitoring, Social Contracts, and Relationship Outcomes
   Jan B. Heide, Kenneth H. Wathne and Aksel I. Rokkan
   181
Pricing Strategy

V. Pricing Theory and Practice

66. Industrial Pricing: Theory and Managerial Practice
    
    Peter M. Noble and Thomas S. Gruca
    201

    
    M.R. Lucas
    228

68. Towards Value-Based Pricing – An Integrative Framework
    for Decision Making
    
    Andreas Hinterhuber
    248

VI. The Strategic Role of Price

69. Buyers’ Subjective Perceptions of Price
    
    Kent B. Monroe
    273

70. Image Communicated by the Use of 99 Endings in
    Advertised Prices
    
    Robert M. Schindler and Thomas M. Kibarian
    292

71. The Price-Perceived Quality Relationship: A Meta-Analytic
    Review and Assessment of Its Determinants
    
    Franziska Vöckner and Julian Hofmann
    300

VII. Pricing Strategy

72. An Empirical Analysis of Determinants of Retailer Pricing
    Strategy
    
    Venkatesh Shankar and Ruth N. Bolton
    317

73. Intraorganizational Influences on Business-to-Business
    Pricing Strategies: A Political Economy Perspective
    
    Richard Lancioni, Hope Jensen Schau and Michael F. Smith
    355

74. Successful New Product Pricing Practices: A Contingency
    Approach
    
    Paul Ingenbleek, Marion Debruyne, Ruud T. Frambach and
    Theo M.M. Verhallen
    370