

Managing the Marketing Mix

Dr. Oliver H M YAU

View Online



-
- Aitken, Robert. (2008). Advertising effectiveness from a consumer perspective. *International Journal of Advertising*, 27(2).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=32089852&site=ehost-live>
- Baker, Walter. (2001). Price Smarter on the Net. *Harvard Business Review*, 79(2).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4039083&site=ehost-live>
- Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17(7), 504–518.
<https://doi.org/10.1057/bm.2010.6>
- Berman, R., & Katona, Z. (2013). The Role of Search Engine Optimization in Search Marketing. *Marketing Science*, 32(4), 644–651. <https://doi.org/10.1287/mksc.2013.0783>
- Bernard J. Jaworski and Ajay K. Kohli. (1993). Market Orientation: Antecedents and Consequences. *Journal of Marketing*, 57(3), 53–70.
http://www.jstor.org/stable/1251854?origin=JSTOR-pdf&seq=1#page_scan_tab_contents
- Berthon, P. R., Pitt, L. F., McCarthy, I., & Kates, S. M. (2007). When customers get clever: Managerial approaches to dealing with creative consumers. *Business Horizons*, 50(1), 39–47. <https://doi.org/10.1016/j.bushor.2006.05.005>
- Bertini, Marco. (2010). How to Stop Customers from Fixating on Price. *Harvard Business Review*, 88(5).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=49370272&site=ehost-live>
- Casteleyn, Jordi. (2009). How to use Facebook in your market research. *International Journal of Market Research*, 51(4).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=42417309&site=ehost-live>
- Constantinides, E. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing. *Journal of Marketing Management*, 22(3).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=20474898&site=ehost-live>
- Cornwell, T. Bettina. (2008). STATE OF THE ART AND SCIENCE IN SPONSORSHIP-LINKED MARKETING. *Journal of Advertising*, 37(3).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=34462737&site=ehost-live>

Crittenden, V. L., Crittenden, W. F., Ferrell, L. K., Ferrell, O. C., & Pinney, C. C. (2011). Market-oriented sustainability: a conceptual framework and propositions. *Journal of the Academy of Marketing Science*, 39(1), 71-85. <https://doi.org/10.1007/s11747-010-0217-2>
de Chernatony, Leslie. (2003). The criteria for successful services brands. *European Journal of Marketing*, 37(7/8), 1095-1118.
<http://search.proquest.com/docview/237029771?accountid=16676>

Di Benedetto, C. (1999). Identifying the key success factors in new product launch. *Journal of Product Innovation Management*, 16(6), 530-544.
[https://doi.org/10.1016/S0737-6782\(99\)00014-4](https://doi.org/10.1016/S0737-6782(99)00014-4)

Hooley, G. J., Lynch, J. E., & Shepherd, J. (1990). The Marketing Concept: Putting the Theory into Practice. *European Journal of Marketing*, 24(9), 7-24.
<https://doi.org/10.1108/03090569010001637>

Hughes, Tim. (2006). New channels/old channels: Customer management and multi-channels. *European Journal of Marketing*, 40(1/2), 113-129.
<http://search.proquest.com/docview/237031302?accountid=16676>

Jobber, D. (2010). *Principles and practice of marketing* (6th ed). McGraw-Hill.

Jung, T. H., Ineson, E. M., & Green, E. (2013). Online social networking: Relationship marketing in UK hotels. *Journal of Marketing Management*, 29(3-4), 393-420.
<https://doi.org/10.1080/0267257X.2012.732597>

Keller, Kevin Lane. (2001). Mastering the Marketing Communications Mix: Micro and Macro Perspectives on Integrated Marketing Communication Programs. *Journal of Marketing Management*, 17(7).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=5482275&site=ehost-live>

Keller, Kevin Lane. (2006). Brands and Branding: Research Findings and Future Priorities. *Marketing Science*, 25(6).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=23934035&site=ehost-live>

Kotler, P. (2008a). *Principles of marketing* (5th European ed). Financial Times Prentice Hall.

Kotler, P. (2008b). *Principles of marketing: An Asian Perspective* (Di 1 ban). Ji xie gong ye chu ban she.

Kotler, P., Keller, K. L., & Lu, T. (2009a). *Marketing management in China: Vol. Pearson one*. Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009b). *Marketing management in China: Vol. Pearson one*. Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009c). *Marketing management in China: Vol. Pearson one*

. Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009d). Marketing management in China: Vol. Pearson one
. Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009e). Marketing management in China: Vol. Pearson one
. Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009f). Marketing management in China: Vol. Pearson one.
Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009g). Marketing management in China: Vol. Pearson one
. Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009h). Marketing management in China: Vol. Pearson one
. Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009i). Marketing management in China: Vol. Pearson one.
Pearson Prentice Hall.

Kotler, P., Keller, K. L., & Lu, T. (2009j). Marketing management in China: Vol. Pearson one.
Pearson Prentice Hall.

Krishnan, V. (2001). Product Development Decisions: A Review of the Literature.
Management Science, 47(1).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4114155&site=ehost-live>

Kusum L. Ailawadi, Donald R. Lehmann and Scott A. Neslin. (2001). Market Response to a
Major Policy Change in the Marketing Mix: Learning from Procter & Gamble's Value Pricing
Strategy. Journal of Marketing, 65(1), 44-61.
http://www.jstor.org/stable/3203405?seq=1#page_scan_tab_contents

Kwong, Kenneth K. (2003). The Effects of Attitudinal and Demographic Factors on Intention
to Buy Pirated CDs: The Case of Chinese Consumers. Journal of Business Ethics, 47(3),
223-235. <http://search.proquest.com/docview/198196838?accountid=16676>

Lafferty, Barbara A. (2001). A synthesis of contemporary market orientation perspectives.
European Journal of Marketing, 35(1/2), 92-109.
<http://search.proquest.com/docview/237023555?accountid=16676>

Lau, H., & Hon-Ming Yau, O. (1985). Consumer Outshopping Behaviour and its Implications
for Channel Strategy: A Study of the Camera Patronage Pattern in Hong Kong. European
Journal of Marketing, 19(6), 12-23. <https://doi.org/10.1108/EUM00000000004731>

Maignan, Isabelle. (2004). Corporate Social Responsibility and Marketing: An Integrative
Framework. Journal of the Academy of Marketing Science, 32(1).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=12876973&site=ehost-live>

Malhotra, Naresh K. (2001). Marketing research in the new millennium: Emerging issues
and trends. Marketing Intelligence & Planning, 19(4), 216-235.

<http://search.proquest.com/docview/213154428?accountid=16676>

Mcknight, D. Harrison. (2001). What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual Typology. *International Journal of Electronic Commerce*, 6 (2).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=6418522&site=ehost-live>

Minford, J. & Sunzi. (2003). *The art of war: Vol. Penguin classics (Deluxe ed)*. Penguin.

Narver, John C. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54(4).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9102183223&site=ehost-live>

O Donohoe, Stephanie. (1994). Advertising uses and gratifications. *European Journal of Marketing*, 28(8,9). <http://search.proquest.com/docview/237040986?accountid=16676>

Pachauri, Moneesha. (2002). Consumer Behavior a Literature Review. *Marketing Review*, 2 (3).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=6673782&site=ehost-live>

Peattie, Ken. (2005). Green marketing: legend, myth, farce or prophesy? *Qualitative Market Research*, 8(4), 357–370.

<http://search.proquest.com/docview/213429296?accountid=16676>

Rao, Akshay R. (2000). How to Fight a Price War. *Harvard Business Review*, 78(2).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2839627&site=ehost-live>

Schneider, Joan. (2011). Why Most Product Launches Fail. *Harvard Business Review*, 89(4).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=59475446&site=ehost-live>

Singh, Jagdip. (2005). What Goes Around Comes Around: Understanding Trust--Value Dilemmas of Market Relationships. *Journal of Public Policy & Marketing*, 24(1).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=17122133&site=ehost-live>

Smith, N. C., Drumwright, M. E., & Gentile, M. C. (2010). The New Marketing Myopia. *Journal of Public Policy & Marketing*, 29(1), 4–11. <https://doi.org/10.1509/jppm.29.1.4>

Stengel, James R. (2003). Listening Begins at Home. *Harvard Business Review*, 81(11).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=11187652&site=ehost-live>

Torelli, C. J., Özsomer, A., Carvalho, S. W., Keh, H. T., & Maehle, N. (2012). Brand Concepts as Representations of Human Values: Do Cultural Congruity and Compatibility Between Values Matter? *Journal of Marketing*, 76(4), 92–108. <https://doi.org/10.1509/jm.10.0400>

Tse, Alan C B. (2004). A firm's role in the marketplace and the relative importance of

market orientation and relationship marketing orientation. *European Journal of Marketing*, 38(9/10), 1158–1172. <http://search.proquest.com/docview/237026367?accountid=16676>

Wilson, Dominic F. (2000). Why divide consumer and organizational buyer behaviour? *European Journal of Marketing*, 34(7), 780–796. <http://search.proquest.com/docview/237016177?accountid=16676>

Wu, W.-Y., Yau, O. H. M., & Lu, H.-Y. (2012). Feng Shui Principles in Residential Housing Selection. *Psychology and Marketing*, 29(7), 502–518. <https://doi.org/10.1002/mar.20538>

Yau, O. H. M. (1988). Chinese Cultural Values: Their Dimensions and Marketing Implications. *European Journal of Marketing*, 22(5), 44–57. <https://doi.org/10.1108/EUM0000000005285>

Yau, O. H. M., Chow, R. P. M., Sin, L. Y. M., Tse, A. C. B., Luk, C. L., & Lee, J. S. Y. (2007). Developing a scale for stakeholder orientation. *European Journal of Marketing*, 41(11/12), 1306–1327. <https://doi.org/10.1108/03090560710821198>

Yau, O. H. M., & Kwok, Y. H. (n.d.). Company Naming Practices in Hong Kong.pdf. *Asia Pacific International Management*, 16(4), 36–43. https://share.nottingham.edu.cn/sites/library/_layouts/15/WopiFrame.aspx?sourcedoc=/sites/library/Shared%20Documents/Library%20Public/Copyrighted%20Materials/CLA/P12415/Module%20convener%20is%20the%20author/Company%20Naming%20Practices%20in%20Hong%20Kong.pdf&action=default

Yau, O. H. M., Lee, J. S. Y., Chow, R. P. M., Sin, L. Y. M., & Tse, A. C. B. (2000). Relationship marketing the Chinese way. *Business Horizons*, 43(1), 16–24. [https://doi.org/10.1016/S0007-6813\(00\)87383-8](https://doi.org/10.1016/S0007-6813(00)87383-8)