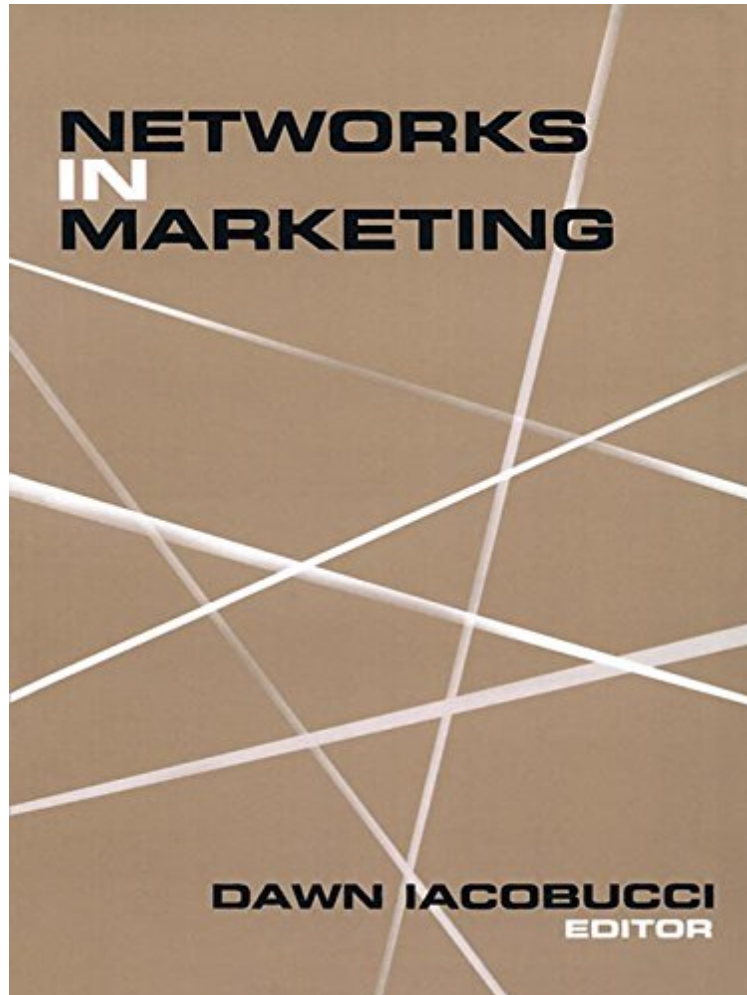


(Read ebook) Networks in Marketing

Networks in Marketing

From SAGE Publications, Inc
*ebooks | Download PDF | *ePub | DOC | audiobook*



#2282649 in eBooks 1996-08-07 2012-07-11 File Name: B00YFRD63C | File size: 25.Mb

From SAGE Publications, Inc : Networks in Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Networks in Marketing:

An overview of what networks are and how they are used in marketing management practices is provided in this volume. Leading scholars in the field examine various types of relationships including: customer-to-customer networks; relationships as investment opportunities; and strategic alliances. They also investigate market dynamics and structure and consumer networks. In conclusion, several advanced methodological issues and future research directions are examined. In addition to the main research chapters, key figures contribute their own reflections on the topic.

About the Author Dawn Iacobucci is the E. Bronson Ingram Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University. Previously she was the Senior Associate Dean for Owen (2008-2010), Professor of Marketing at the Kellogg School of Management, Northwestern University (1987-2004), the Coca-Cola Distinguished Professor of Marketing, Professor of Psychology and Head of the Marketing Department of the University of Arizona (2001-2002), and the John Pomerantz Professor of Marketing at Wharton, of the University of Pennsylvania (2004 to 2007). She received her M.S. in Statistics, and M.A. and Ph.D. in Quantitative Psychology from the University of Illinois at Urbana-Champaign. Her research on models for social networks and other methodological research questions has been published in the Journal of Marketing, the Journal of Marketing Research, Harvard Business Review, Journal of Consumer Psychology, International Journal of Research in Marketing, Marketing Science, Journal of Service Research, Psychometrika, Psychological Bulletin, and Social Networks. Iacobucci teaches Marketing Management, Marketing Strategy, Marketing Research, Marketing Models, Services Marketing, and New Products to MBA and undergraduate students and multivariate statistics and methodological topics in Ph.D. seminars. She is recent editor of both the Journal of Consumer Research and Journal of Consumer Psychology. She edited Networks in Marketing, Handbook of Services Marketing and Management, Kellogg on Marketing, Kellogg on Integrated Marketing, she is author of Marketing Management (Thomson), the first new MBA text in years, Mediation Analysis, and she is co-author on Gilbert Churchill's lead text on Marketing Research (Thomson).