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Nota di contenuto	Theory and Practice: Special Session -- Doctoral Colloquium: Services Marketing Issues -- Consumer Behavior: Meaningful Effort and Loyalty -- Global & Cross-Cultural Marketing: Export-Related Issues In Cross-Cultural Marketing -- Marketing Research, Measurement, And Metrics: Scale Development and Evaluation -- Marketing Strategy: The Continuing Saga of Market Orientation and Marketing Department Influence -- Inter-Disciplinary Approaches to Market Problems: Understanding Marketing-Related Capabilities and Adversaries -- Social, Ethical, And Public Policy Issues In Marketing: Corporate Social Responsibility and Marketing -- Marketing Strategy: Marketing Strategy and the Perspective of Customer Management -- Supply Chain, Channels, and Retail: Relationships and On-line Issues in Retailing -- Consumer Behavior: Special Session -- Marketing Research,

Measurement, and Metrics: Marketing Metrics -- Consumer Behavior: Unique Consumer Situations -- Doctoral Colloquium: International Marketing/World Wide Web Issues -- Global & Cross-Cultural Marketing: Channels and Supply Chains in Cross-Cultural Marketing -- Supply Chain, Channels, And Retail: The Human Side of the Value Chain -- Inter-Disciplinary Approaches to Market Problems: Marketing Services -- Marketing Pedagogy and Selling & Sales Management: Relevance In The Marketing Curriculum -- Social, Ethical, and Public Policy Issues in Marketing: Sustainability and the Environment -- Business-To-Business Marketing and CRM: B2b Marketing from the Buyer's Perspective -- Consumer Behavior: Wine, Sport and Handy-Persons -- Social, Ethical, and Public Policy Issues in Marketing: Issues In Not-For-Profit And Sustainable Consumption -- Marketing Research, Measurement, and Metrics: Pricing and Modeling -- Marketing Strategy: Marketing Strategy and International Market Entry -- Consumer Behavior: Thinking About Thinking -- Mary Kay Dissertation Awards -- Marketing Pedagogy: Special Session -- Marketing Education for Sustainability.-Brand, Image, & Product Management: Corporate Branding Strategies -- Marketing Research, Measurement, and Metrics: Alternative Approaches -- Pricing and Revenue Strategy: Pricing Strategy -- Social, Ethical, and Public Policy Issues In Marketing: Sustainability and Marketing Strategy -- Global & Cross-Cultural Marketing: Corporate Image and Creativity In Cross-Cultural Marketing -- E-Commerce and the Connected Consumer: Internet Advertising and Online Marketing Communications -- Marketing Research, Measurement, and Metrics: Multivariate and Segmentation Research -- Services Marketing: The Impact of Employees on Service Delivery -- Honoring Outstanding Marketing Teaching -- Global & Cross-Cultural Marketing: Special Session -- E-Commerce and the Connected Consumer: Consumer Relationships and Online Community -- Business-To-Business Marketing and CRM: Customer Value and the Selling Organization -- Pricing and Revenue Management: Pricing Fairness -- Consumer Behavior: Retailing and Luxury -- Services Marketing: Service Failure and Recovery -- Advertising, Communication, and Promotion: Message Elements II -- E-Commerce and The Connected Consumer – E-Tailing: Issues With Trust, Information Overload And Online Shopping -- Consumer Behavior: Culture and Acculturation -- Marketing Pedagogy: Using Web Resources -- Selling and Sales Management: Training and Assessing the Salesforce -- Global & Cross-Cultural Marketing: Special Session -- Business-To-Business Marketing and CRM: Building B2b Relationships -- E-Commerce and the Connected Consumer: Website Localization, Channels, and Online Sales -- Selling and Sales Management: Relationships in Sales -- Services Marketing: Service Satisfaction and Loyalty -- Theory and Practice: Special Session -- Consumer Behavior: Self-Regulation -- The Value Chain: Supply Chain, Channels, And Retail: Market Performance In Retailing -- Doctoral Colloquium: Perceptual Issues in Marketing -- Selling and Sales Management: Improving Salesforce Performance.-E-Commerce and the Connected Consumer: Social Networking and Information Overload -- New Product Development and Design: Design, Information, and Alliances in NPD -- Advertising, Communication, and Promotion: Message Elements I -- Advertising, Communication, and Promotion: Online Issues in Ad Research -- Selling and Sales Management: Motivating the Salesforce -- Brand, Image, & Product Management: Consumer Response to Branding -- Marketing Research, Measurement, and Metrics: Special Session -- New Product Development and Design: Special Session -- Global & Cross-Cultural Marketing: Cross-Cultural Consumption --

Marketing Pedagogy: Special Session -- Selling and Sales Management: Guiding the Salesforce -- Services Marketing: The Impact of Technology on Service Delivery -- Advertising, Communication, and Promotion: Sponsorship and Events -- Brand, Image, & Product Management: Brand Positioning and the Effects of Sponsorship and Endorsements -- Marketing Pedagogy: Special Session -- Social, Ethical, and Public Policy Issues in Marketing: Ethics Issues in Marketing -- Consumer Behavior: Counterfeiting -- Poster Presentations -- 2009 Doctoral Colloquium.

Sommario/riassunto

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2010 Academy of Marketing Science (AMS) Annual Conference held in Portland, Oregon.
