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Titolo	Marketing theory : foundations, controversy, strategy, resource-advantage theory / / Shelby D. Hunt
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Controversy; 2.3.1 Research Questions in Marketing; 2.3.2 Conclusion on the Nature of Marketing Research; Questions for Analysis and Discussion; Notes; Part 2. The Foundations of Marketing Theory; 3 On the Morphology of Explanation; 3.1 Explanations in Marketing; 3.2 Criteria for Evaluating Explanatory Models; 3.3 Deductive-Nomological Explanation; 3.4 Statistical Explanation
3.4.1 Theories of Probability3.4.2 Statistical Explanation and the Social Sciences; 3.4.3 Deductive-Statistical Explanation; 3.4.4 Inductive-Statistical Explanation; 3.5 Are Logical Empiricist Models of Explanation Adequate?; 3.5.1 Is the D-N Model Dead?; 3.5.2 Is the I-S Model Dead?; 3.6 The Pattern Model; 3.7 Functionalist Explanation; 3.7.1 Uses of the Terms Function and Functional Explanation; 3.7.2 Preliminary Problems of Functional Explanation; 3.7.3 The Logic of Functional Explanation; 3.7.4 Functionalism in the Context of Discovery; 3.8 Summary and Conclusions
Questions for Analysis and DiscussionNotes; 4 Explanation: Issues and Aspects; 4.1 Explanation, Prediction, and Retrodiction; 4.1.1 Explanations as Potential Predictions; 4.1.2 Predictions as Potential Explanations; 4.1.3 Are Explanations and Predictions Potential Retrodictions?; 4.2 Causal Explanations; 4.2.1 The Notion of Causality; 4.2.2 Evidence for Causation; 4.3 Explanatory Incompleteness, Explanation Chains, and Infinite Regress; 4.3.1 Marketing Explanation Chains; 4.4 Other Forms of Explanatory Incompleteness; 4.4.1 Enthymemes; 4.4.2 Partial Explanations; 4.4.3 Explanation Sketches
4.5 The Fundamental Explananda of Marketing

Sommario/riassunto

One of the true classics in Marketing is now thoroughly revised and updated. ""Marketing Theory"" is both evolutionary and revolutionary. As in earlier editions, Shelby Hunt focuses on the marketing discipline's multiple stakeholders. He articulates a philosophy of science-based 'tool kit' for developing and analyzing theories, law-like generalizations, and explanations in marketing science. Hunt adds a new dimension to the book, however, by developing arguments for the position that Resource-Advantage Theory provides the foundation for a general theory of marketing and a theoretical foundatio

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ISBN	1-282-96404-6 9786612964046 0-85724-374-8
Descrizione fisica	1 online resource (237 p.)
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Altri autori (Persone)	OakeyR. P (Raymond P.)
Disciplina	338.064
Soggetti	Business & Economics - Entrepreneurship Business & Economics - New Business Enterprises Business & Economics - Small Business Business innovation Entrepreneurship High technology industries New business enterprises - Effect of technological innovations on
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Nota di contenuto	ch. 1. Introduction / Ray Oakey, Gary Cook -- ch. 2. Defining university spin-offs / Teresa Hogan, Quan Zhou -- ch. 3. Entrepreneurial-innovative university services : a way to integrate in the university's third mission / Mónica Arroyo-Vázquez, Peter van der Sijde, Fernando Jiménez-Sáez -- ch. 4. Linking innovation and entrepreneurship in higher education : a study of Swedish schools of entrepreneurship / ôsa Lindholm Dahlstrand, Eva Berggren -- ch. 5. How useful is the stage model theory in explaining the capital structure of venture capital-backed and non-venture capital-backed firms? / Teresa Hogan, Elaine Hutson -- ch. 6. Who you are and what you do : the role of entrepreneurial human capital in the demand and supply of external finance of high-tech start-ups / Panagiotis Ganotakis -- ch. 7. Financing new ventures : attitudes towards public innovation support /

Charlotte Norrman, Magnus Klofsten -- ch. 8. Small firm expectations from acquisition in the ICT industry : a conceptual framework for stakeholder analysis / Caren Weinberg, Tim Minshall, Elizabeth Garnsey -- ch. 9. Entrepreneurs' communicative behaviour in technology-based versus service-based businesses : a resource dependence perspective / Pia Ulvenblad -- ch. 10. Knowledge-intensive entrepreneurship and the voice-of-the-consumer / Basil G. Englis, Paula D. Englis, Aard Groen, Peter van der Sijde -- ch. 11. Going public : a growth opportunity for research-intensive companies / Antonio Corvino, Giulia Romano, Ettore Spadafora -- ch. 12. What are high-technology firms and what drives their performance? / Martin A. Sims, Nicholas O'Regan -- ch. 13. Implementing open innovation : challenges in linking strategic and operational factors for large firms working with HTSFs / Tim Minshall, Letizia Mortara, Johann Jakob Napp -- ch. 14. Forms of market orientation in French young high-technology firms : a typology / Stéphanie Petzold-Dumeynieux.

Sommario/riassunto

The New Technology-Based Firms in the New Millennium series provides up to date research on a variety of aspects of High Technology Small Firm formation and growth (HTSFs) from a range of interdisciplinary perspectives and from national contexts throughout the world. This edited book series reflects on and shapes currently popular national government policies insofar as they relate to HTSFs. It is the only international publication specifically dealing with HTSF formation and growth and it uniquely provides an uninterrupted record of research in this area since 1993. This latest volume is a collection of the best papers presented at the HTSF Conference held in the United Kingdom at Manchester Business School in June 2007. Three major themes have emerged. Six particularly strong chapters of this volume are devoted to the critical problems of HTSF financing, comprising two contributions from the United Kingdom and individual chapters from Sweden, the Irish Republic, Italy, and Belgium. A further four papers are concerned with aspects of strategic development in HTSFs, and a final group of three papers deal with HTSF marketing problems, often in a strategic context.
