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Nota di contenuto	Cover; Contents; Acknowledgments; Introduction; Part I - Marketing is Relational; Chapter 1 - Relationships, Networks, and the Three Cs; Chapter 2 - A Reflection on Two Decades of Business-to-Business Marketing Research: Implications for Understanding Marketing Relationships and Networks; Part II - The Network Paradigm Allows the Study of Relational Phenomena; Chapter 3 - The "New Network Analysis" and Its Application to Organizational Theory and Behavior; Chapter 4 - Social Contagion and Social Structure; Chapter 5 - Structural Leverage in Marketing Part III - Theoretical Concepts of Networks for Marketers Chapter 6 - Networks in Socioeconomic Systems: A Critical Review; Chapter 7 - Strategic Alliances in a Network Perspective; Chapter 8 - Managed Networks: Creating Strategic Advantage; Chapter 9 - Relationship Strategy, Investments, and Decision Making; Part IV - Dynamic Networks and Market Structure; Chapter 10 - Drifting Closer and Drifting Away in Networks: Gradual Changes in Interdependencies of Networks; Chapter 11 - Marketing Networks: A New Entrant's Approach to Network Equity Chapter 12 - Networks Analyses and Brand-Switching Behavior: The Ehrenberg Automobile Data Chapter 13 - Brand Switching and Competition: A Behavior-Oriented Approach to Better Identify the

Structure of the Market; Part V - Consumer Networks; Chapter 14 - A Network Perspective on Crossing the Micro-Macro Divide in Consumer Behavior Research; Chapter 15 - Examining the Embedded Markets of Network Marketing Organizations; Chapter 16 - Networks of Customer-to-Customer Relationships in Marketing: Conceptual Foundations and Implications
Chapter 17 - Network Analyses of Hierarchical Cognitive Connections between Concrete and Abstract Goals: An Application to Consumer Recycling Attitudes and Behaviors
Part VI - Final Issues; Chapter 18 - Multiple Levels of Relational Marketing Phenomena; References; About the Contributors

Sommario/riassunto

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.
