CONTENTS

VOLUME III

Buyer behaviour

PART 1

66	Projective techniques in marketing research MASON HAIRE	3
67	Consumer behavior as risk taking RAYMOND A. BAUER	13
68	Behavioral models for analyzing buyers PHILIP KOTLER	22
69	Modeling the industrial buying process FREDERICK E. WEBSTER, Jr.	39
70	A review of buyer behavior JAGDISH N. SHETH	52
71	A theory of buyer behavior JOHN A. HOWARD and JAGDISH N. SHETH	81
72	Personality and consumer behavior: a review HAROLD H. KASSARJIAN	106
73	A general model for understanding organizational buying behavior FREDERICK E. WEBSTER, Jr. and YORAM WIND	136
74	A model of industrial buyer behavior	151

CONTENTS

75	Consumer decision-process models J. A. LUNN	163
76	Developing buyer-seller relationships F. ROBERT DWYER, PAUL H. SCHURR and SEJO OH	194
77	Relationship marketing in consumer markets: antecedents and consequences JAGDISH N. SHETH and ATUL PARVATIYAR	226
78	Consumers and their brands: developing relationship theory in consumer research SUSAN FOURNIER	261
	arketing strategy	
79	A new orientation for plotting marketing strategy LEE ADLER	327
80	Concept of strategy H. IGOR ANSOFF	346
81	The formulation of a market strategy ALFRED R. OXENFELDT	361
82	Strategy and the "business portfolio" BARRY HEDLEY	373
83	Strategic windows DEREK F. ABELL	386
84	How competitive forces shape strategy MICHAEL E. PORTER	396
85	Marketing warfare in the 1980s PHILIP KOTLER and RAVI SINGH	411
86	The contributions of marketing to strategic management E. RALPH BIGGADIKE	429
87	Marketing, strategic planning and the theory of the firm PAUL F. ANDERSON	447

CONTENTS

88	Crafting strategy HENRY MINTZBERG	469
89	Marketing's contribution to the strategy dialogue GEORGE S. DAY	485
90	Product classifications and marketing strategy HUME F. WINZAR	499
91	The comparative advantage theory of competition SHELBY D. HUNT and ROBERT M. MORGAN	510
92	Competitive strategy in the market-focused business STANLEY F. SLATER and JOHN C. NARVER	538