



Marketing Development and Competitiveness

Effective Sales Management: What Do Sales People Think? Daniel J. Goebel, Dawn R. Deeter-Schmelz, Karen Norman Kennedy	11
The Effect of the Foreign Brand on Consumer Perception Trang P. Tran, Robert O. Fabrizo	23
Assessment of Marketing Strategies for Ecotourism Promotion: A Case of RDB/Tourism and Conservation in Rwanda Michel Ndahimana, Etienne Musonera, Michael Weber	37
Unraveling the Movement from the Marketplace: Lesbian Responses to Gay-Oriented Advertising Gillian Oakenfull	57
Aligning Communicated and Conceived Brand Promise in Professional Services Firms Deborah Goldring	72
Human Flourishing Theory in Advertising: Case Studies Craig Davis, Timothy Brotherton	83
Venezuelan and Mexican Personality Differences: Economic and Marketing Implications Gary B. Jackson, Ralph W. Jackson, Charles R. Strain, Jr., Lucille L. Pointer	95
Redress for Customer Dissatisfaction and Its Impact on Customer Satisfaction and Customer Loyalty Aihie Osarenkhoe, Mabel Birungi Komunda	102
An Investigation of Factors Affecting Marketing Information Systems' Use Farnoosh Khodakarami, Yolande E. Chan	115
Crowdsourcing in the Social Media Era: A Case Study of Industrial Marketers Henri Simula, Aarne Töllinen, Heikki Karjaluo	122
Understanding Negative Visitor Experiences at Indigenous Cultural Tourism Venues: Marketing and Operational Implications Henry Wai Leong Ho, Shameem Ali	138

