

# **The advanced dictionary of marketing: putting theory to use**

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# Thematic Index 1: Table of Applications

This table provides an index of dictionary entries with direct relevance and application to particular key areas of marketing. For further information, please see the 'How to Use this Dictionary' section of the Introduction.

Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
above-the-line marketing	•					•					
absolute cost advantage	•										new product development
absorptive capacity	•				•					•	
accelerator principle					•						mergers and acquisitions
achievement motivation theory		•									
acquiescence response set				•						•	
actor-observer difference		•	•			•					
adaptation										•	
adaptation-level theory	•		•	•							marketing education
adaptive strategy	•										
adopter categories	•				•						
adoption process			•		•						
adoption theory	•		•								
adverse selection	•					•		•			
advertising theory			•								advertising
advertising wearout effect											advertising
affect	•		•								
affiliate marketing								•			

Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
affinity marketing	•		•								non-profit marketing
agency theory	•										franchising
agglomeration economies	•						•				
ambush marketing	•										marketing ethics, sponsorship marketing
anchoring and adjustment			•								
anchoring effect			•								
ancient mariner effect								•			
announcement effect	•										
antimarketing	•					•					
approach-avoidance conflict	•	•	•								
arbitrage pricing theory	•										
Asch phenomenon		•									
assimilation-contrast theory			•								pricing
attitudes, functional theory of	•						•				
attribution theory			•			•					
audience effect									•		advertising
averages, law of		•	•								
Averch-Johnson effect	•										
backwash effects							•			•	

balance theory		•	•						•		marketing communication
balanced scorecard	•	•		•							
bandwagon effect	•										technology markets
bargaining theory		•	•		•						
Barnum effect	•	•									
base-rate fallacy			•	•			•				
Baumol's cost disease	•					•					
Bayesian decision theory	•			•	•						pricing
behavioral decision theory	•	•	•								
below-the-line marketing	•						•				promotions
benchmarking	•	•									
benefits	•					•					promotions, marketing education
bespoke marketing	•	•			•						
better mousetrap fallacy		•							•		new product development
bias				•							
blaming the victim											social marketing
bliss point					•						
blog marketing	•	•									
boomerang effect											social marketing, marketing communication
bottom-up marketing	•							•		•	
boundary spanning	•	•				•					
bounded rationality	•		•		•					•	
brand community	•		•								
brand equity	•	•		•							
brand loyalty	•	•	•								
brand positioning	•			•	•					•	
bundling	•			•		•	•	•			
business-to-business marketing						•		•			
butterfly effect			•		•			•			
buyer decision process	•	•	•	•					•		

Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
buyer influence/readiness		•		•		•					advertising, sales
bystander effect								•			boycotts
cannibalization	•										new product introductions, product portfolios
capture theory						•					product regulation
carry over effect	•		•								
catastrophe theory					•	•					
category killer							•	•			
cause-related marketing	•		•								
ceiling effect											advertising
celebrity marketing	•			•							
central place theory							•				
certainty effect			•								pricing
channel arrangement		•			•					•	
channel conflict	•	•		•						•	
chaos theory	•	•		•							
characteristics theory	•			•	•						
Churchill's paradigm				•		•					
clubs, theory of		•	•								

cluster theory											technology transfer, new product development
cocktail party phenomenon			•								advertising
cognitive consistency theory				•		•				•	
cognitive dissonance			•								
cognitive theory	•		•								
cohort effect				•							
collaborative marketing	•						•				non-profit marketing, tourism marketing
commercial marketing	•										social marketing
commodification	•	•									marketing education
common method bias				•							
common ratio effect											decision making
communication-information processing theory											market entry timing, marketing communication
comparative advantage, law of										•	
comparative influence			•								
comparative judgment, law of				•							
comparative marketing				•							global marketing
competition	•										
complexity theory	•	•									
conative	•		•								marketing education
concurrent marketing	•									•	
confirmation bias		•	•								
confusion marketing	•			•							marketing education
congruity theory			•								branding
conjunction fallacy											new product development
conspicuous consumption	•		•	•							
construal-level theory	•		•	•							
consumer behavior, theory of			•								
consumer buyer behavior	•		•					•			
consumer demand theory	•	•		•	•						

Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
consumer marketing								•			pricing
consumer satisfaction theory			•		•						
consumer sovereignty	•			•							
consumer-to-business		•				•		•			
consumer-to-consumer				•		•		•			
consumerism	•		•								
context effect			•								
contingency theory	•	•									
contingency theory of management accounting		•									
contrast effect			•								
convergence marketing	•										
cooperative marketing	•									•	tourism marketing
corporate marketing	•	•				•				•	
cost	•	•									
counter-marketing	•		•								advertising
country of origin effect			•								
cross-cultural marketing	•	•		•		•				•	
customer equity	•	•		•							
customer-oriented marketing	•	•				•					

customer relationship management	•	•						•			
customer satisfaction	•			•	•						
Darwinian evolution theory			•								marketing planning, organizational change
data types				•							
database marketing	•	•									
decision theory											managerial decision making
decline strategies	•										
defensive marketing	•										
demand, law of demand				•	•				•		
demand characteristics			•								experimental research
demarketing	•	•									
dialectic process theory							•				strategic change
differentiated marketing	•										
diffusion of innovation											new product development
diffusion of responsibility											ethical decision making
diminishing marginal utility, law of	•		•	•							
diminishing returns, law of			•								advertising, direct marketing
direct marketing	•	•		•	•			•			
direct-to-consumer marketing	•										
Dirichlet model	•			•	•						
diseconomies of scale						•					new product development
disintermediation	•							•		•	
disruptive technology	•			•							
distribution strategies	•						•	•			relationship marketing
division of labour effect		•									innovation, relationship marketing
domino effect	•					•					customer satisfaction



Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
door-in-the-face technique	•			•							
double jeopardy effect				•	•						promotions
drive theory of social facilitation						•					marketing communications
dynamic capabilities	•									•	new product development
E and O theories of change	•										
eclectic paradigm										•	
economies of growth	•										
economies of scale		•								•	
economies of scope	•					•					
effect, law of			•								
efficient market hypothesis	•			•							
elaboration likelihood model											relationship marketing, advertising
elasticity of demand	•				•						pricing
elation effect		•									
e-marketing	•	•						•		•	marketing education
endowment effect			•								
Engel's law											forecasting
enlightened marketing	•					•					

entrepreneurial marketing	•										
entry barriers	•										
equity theory	•		•	•				•			
ERG theory			•			•					
escalation of commitment		•									new product development
ethical marketing	•	•		•				•			marketing education
even price effect											pricing
event marketing	•	•									
evoked set	•			•	•						
exchange, law of	•										marketing theory, non-profit marketing
exchange theory	•		•	•							
exclusion principle											societal marketing
exercise, law of											marketing education
expectancy theory		•				•		•			sales, ethics
expectation-disconfirmation model										•	customer satisfaction, customer loyalty
expected utility theory			•								decision making
experience curve effect	•										pricing
experiential marketing	•	•									
experimenter effect				•							
experimenter expectancy effect				•							
fallacy of composition				•	•						public policy
fallacy of misplaced concreteness	•			•							
false consensus effect				•							sponsorship marketing
fan effect	•		•								
field marketing	•										
field theory			•			•					
firm, theory of the	•			•						•	
floor effect				•							
foot-in-the-door technique				•							

Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
forecasting methods		•		•							
forgetting curve			•								advertising
framing effect			•	•							
free rider effect	•										green marketing
frequency marketing	•		•								
fundamental attribution error			•							•	
fusion marketing						•		•			
fuzzy set theory					•						
gain-loss effect			•								decision making
gambler's fallacy			•								decision making
game theory	•				•						
generalizability theory				•							
generational marketing	•			•							
gestalt theory			•	•							marketing ethics
global marketing	•	•									advertising
glocal marketing	•								•		
Goodhart's law	•									•	
goods	•	•			•	•	•			•	advertising
government marketing	•	•		•		•		•		•	
gravity theory					•						

gray markets	•	•							•	
greater fool theory	•							•		
green marketing	•	•		•						
Gresham's law	•			•						marketing education
group polarization			•							decision making
groupthink		•								
guerrilla marketing	•							•		
halo effect		•			•					branding
Hawthorne effect				•						
Herzberg's theory of motivation		•								
Hick's law								•		
hierarchy of effects					•					advertising
hierarchy of needs theory				•					•	
hindsight bias			•			•				marketing ethics
hockey stick effect	•	•								
honeymoon effect	•		•							sports marketing
house of quality	•			•	•					
hybrid marketing	•	•								
Icarus paradox		•								
iceberg principle										marketing analysis
illusion of control			•							forecasting
imitation effect					•					
inbound marketing	•									
income effect			•							
indirect marketing		•				•		•	•	
industrial buyer behavior	•	•						•	•	
information processing theory	•		•							
information systems theory								•		marketing information systems
innovation effect					•					
inoculation theory										marketing communications

Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
institutional marketing	•										marketing education, marketing ethics
integrated marketing communications	•	•									advertising
integration	•										
intellectual property	•										
internal marketing	•					•					
internalization theory										•	
international marketing	•	•						•		•	
intertemporal substitution			•	•							
intrusive marketing	•	•		•							mobile marketing
isolation effect	•		•								
item response theory				•							
job characteristics theory		•									
John Henry effect											marketing education
just world hypothesis											social marketing
key success factors	•			•			•		•		mobile marketing
laddering	•			•							
lagged effect					•						advertising
large numbers, law of					•			•			

lateral marketing	•			•							
leapfrogging	•			•							
learning curve effect		•		•							
learning theory											learning. marketing communications
least effort, principle of			•								
least interest, principle of		•	•	•							
lifestyle marketing	•										marketing ethics
Little's law		•									
local marketing						•				•	
locality, principle of					•						
location theory						•		•			
lowball technique			•	•							negotiation, non-profit marketing
loyalty effect	•						•				
loyalty marketing	•			•			•				
loyalty ripple effect	•						•				
macroenvironment	•	•									
macromarketing	•	•		•							
magical number seven			•	•							
majority fallacy	•										marketing education
management theory		•									
market entry timing	•	•								•	
market share	•										
market share effect	•										
marketing		•									marketing's definition
marketing, laws of	•	•									marketing theory
marketing, principles of	•			•		•		•			social marketing
marketing, rules of	•										
marketing, theories of	•	•				•					
marketing approaches	•	•									
marketing management orientation	•	•				•					

Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
marketing mix	•	•									global marketing
marketing myopia	•					•				•	
marketing research	•	•		•						•	
marketing strategy	•		•								
mass marketing	•						•				public sector marketing
me-too marketing	•	•				•					
megamarketing						•					marketing concept, relationship marketing
mere exposure effect			•								
Metcalfe's law								•			pricing
microenvironment	•	•									
micromarketing	•	•					•		•		
mobile marketing	•		•								
mood effect			•								
Moore's law	•			•				•			
moral hazard		•	•								
multicultural marketing	•										
Murphy's law		•								•	new product development
need	•		•								social responsibility

network effect	•	•		•							
network marketing	•	•								•	
network theory	•			•							
new product	•	•				•					
new product development	•	•				•					marketing education
niche marketing	•			•							
non-profit marketing	•	•									
odd price effect											pricing
offensive marketing	•										
one price, law of			•					•			pricing
one-to-one marketing	•	•		•				•			
online marketing	•	•	•	•						•	marketing education
opinion leader		•	•								
options theory	•	•		•							new product development
order effect			•								forecasting
organization theory		•									
out-of-home marketing	•			•							
outbound marketing	•					•					
outlier effect				•							
overconfidence effect	•			•							marketing education
overlearning			•								advertising
Pareto principle	•					•	•				advertising
Parkinson's law		•					•				
parsimony, law of				•	•						
permission marketing	•			•				•			mobile marketing
personal construct theory		•	•	•							destination marketing
Peter principle		•									
place marketing	•	•		•						•	public sector marketing
placebo effect				•							
planned behavior, theory of				•				•			
point-of-purchase marketing	•			•							
point-of-sale marketing	•										



Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
Pollyanna effect		•									
population ecology theory	•	•									
portfolio theory	•										
positioning	•	•		•		•			•		
power law of forgetting			•								
precision marketing	•	•					•		•		
preference reversal			•								
price discrimination	•						•			•	
price effect	•	•	•	•							
price theory											pricing
pricing strategies					•			•			pricing
primacy, law of											marketing
											communications
primacy effect			•					•			
private label	•	•		•			•				
product classifications, consumer	•	•	•	•			•				
product levels	•			•		•					
product life cycle	•	•		•	•				•	•	
product line	•	•		•	•						

product-market investment strategies	•										
product marketing	•	•						•	•		
product portfolio analysis	•	•							•		
promotion budget setting methods		•							•		
prospect theory	•	•			•	•					sales, advertising
psychic distance										•	
psychoanalytic theory			•								
pull marketing	•	•						•			government marketing
push marketing	•								•		
Pygmalion effect		•									
queuing theory						•					
random-walk theory	•										new product development
ratchet effect	•										
rational choice theory			•								
reader-response theory			•								
reasoned action, theory of			•	•							marketing communications technology
rebound effect	•			•							
recency effect		•	•	•							
recency principle											advertising
red queen effect	•										
reference group			•								
reference price		•									
regression towards the mean	•		•	•							
reinforcement				•							
relationship marketing	•	•				•		•	•		
reliability				•							
remarketing	•					•			•		place marketing
repetition effect											advertising
reputation effect	•		•								

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resource-based view	•	•		•		•		•	•	•	global marketing
resource dependency theory	•	•		•					•		government marketing
retail accordion theory							•				
retail gravitation, law of							•				
retail marketing	•	•	•			•	•	•			
retro-marketing	•	•	•								marketing education
ripple effect											advertising
satisficing	•			•							
scale				•							
segment-of-one marketing	•	•		•	•	•					
segmentation	•	•		•	•				•		
segmentation viability	•	•					•				
selective exposure			•								advertising
self-fulfilling prophecy	•		•								
self-perception theory	•			•							
selling process	•	•		•					•	•	
serial position effect								•			advertising
service, laws of						•					
service characteristics	•	•				•					
services marketing	•	•	•					•			

set theory				•							
share of voice	•	•		•							advertising
shared-cost effect				•							
shareholder value analysis	•	•		•							
skunkworks	•	•									
sleepor effect			•								
small group theory			•		•						
snob effect	•		•								
snowball effect	•										
snowballing	•	•		•				•			
social cognitive theory			•								marketing communications
social exchange theory	•										
social identity theory	•		•								
social learning theory	•	•									social marketing
social loafing		•							•		marketing education
social marketing	•	•									
societal classification of products	•	•	•	•							
spillover effect	•	•									
sponsorship marketing	•	•		•						•	
sports marketing	•	•		•		•					
spurious correlation				•							
stakeholder theory	•										
standardization	•	•								•	global marketing
stealth marketing	•							•			
STP marketing	•	•		•		•		•			
strategic approaches	•	•		•							
strategic asset	•										
strategic competency	•	•									
strategic group	•			•							
strategic marketing	•	•				•		•	•	•	non-profit marketing

Term	Marketing Strategy	Marketing Management	Consumer Behavior	Marketing Research	Marketing Modeling	Services Marketing	Retail Marketing	Online Marketing	Business-to-Business Marketing	International Marketing	Other Application Areas
strategic options	•	•			•		•	•	•	•	
strategic window	•										
strategies, generic	•			•						•	small businesses
strategy	•			•		•			•		
subcultural theory	•	•	•	•						•	
subjective expected utility theory					•						
subliminal advertising											advertising
substitute awareness effect	•							•			
substitute product	•	•		•			•				
substitution effect			•								
sunk cost fallacy											decision making
supply, law of	•				•						
supply and demand, law of	•										
survey research				•							
sustainable competitive advantage	•										
SWOT analysis	•			•							
symbolic interaction theory	•		•								
synergy	•										new product development

systems theory				•							
tactic	•	•	•	•		•					
tactical marketing	•	•				•				•	
takeoff	•			•						•	
target marketing	•	•	•	•							
targeting	•			•							
telemarketing	•			•							public policy
telescoping				•							
temperament theory	•	•	•	•						•	
ten percent, rule of	•										
test marketing	•			•							
testing effect				•							marketing education
top-down marketing	•	•									
total integrated marketing	•	•				•					sales
traditional marketing								•			social marketing
transaction cost theory	•	•							•	•	
transactional marketing	•								•		
tribal marketing	•			•							
trickle down theory			•								
unconventional marketing	•										
undifferentiated marketing	•	•	•								
unintended consequences	•	•		•							social marketing, advertising
unique value effect											pricing
unmet need	•	•		•		•					
unrealistic optimism	•		•							•	marketing communications
upper echelons theory	•	•									
utility	•					•		•			
utility theory					•						
validity				•							
value	•		•			•	•	•	•		

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value-based marketing	•	•									
value chain analysis	•							•	•	•	marketing education
value proposition	•	•				•		•			
variety effect	•										
viral marketing	•		•					•			
von Restorff effect			•								
Wal-Mart effect							•				
Walras' law					•						
want	•		•			•					social marketing
warm/cold effect											marketing education
Web marketing	•										
Weber-Fechner law											pricing, promotion
wheel of retailing theory							•				
wholesale marketing	•	•		•			•				
willingness to pay			•	•		•	•				
winner's curse											auctions
word-of-mouth communication				•		•					
word-of-mouth effect	•				•	•					





# Thematic Index 2: Searching for Marketing Terms Using Key Words

This list of descriptive key words provides a means of identifying relevant advanced marketing terms. For further information, please see the 'How to Use this Dictionary' section of the Introduction.

abstractions fallacy of misplaced concreteness  
accountability diffusion of responsibility  
accuracy reliability  
achievement achievement motivation theory  
acquisition(s) integration, utility  
action(s) actor-observer difference, bandwagon effect, conative, domino effect, escalation of commitment  
activities sponsorship marketing, sports marketing  
actors microenvironment  
adaptability adaptive strategy  
adaptation adaptation-level theory, Darwinian evolution theory  
added value value  
adoption adoption theory, diffusion of innovation, innovation effect  
adoption stages adoption process  
advertising above-the-line marketing, advertising wearout effect, out-of-home marketing, pull marketing, ratchet effect, recency principle, ripple effect, share of voice, subliminal advertising  
advertising agencies below-the-line marketing  
advertising effectiveness advertising theory, hierarchy of effects  
advertising effects advertising theory  
advice opinion leader  
affective state mood effect  
age generational marketing  
agents agency theory  
aggregate data iceberg principle  
agreements moral hazard  
alternative evaluation isolation effect, rational choice theory  
alternative products substitute product  
analysis generalizability theory, scale, shareholder value analysis

areas place marketing  
arguments inoculation theory, primacy, law of  
asset valuation efficient market hypothesis  
assets marketing strategy, resource-based view  
asymmetric response functions ratchet effect  
athletics sports marketing  
attack strategies offensive marketing  
attention cocktail party phenomenon  
attitude formation self-perception theory  
attitudes actor-observer difference, antimarketing, attitudes,  
functional theory of, boomerang effect, comparative judgment, law of,  
elaboration likelihood model, mere exposure effect, mood effect,  
opinion leader, planned behavior, theory of, reasoned action, theory  
of, reference group, selective exposure, subcultural theory  
attributes positioning  
attributions actor-observer difference, blaming the victim, just world  
hypothesis  
auctions winner's curse  
audiences audience effect, drive theory of social facilitation  
authoritative marketing statements marketing, rules of  
background characteristics upper echelons theory  
balanced offerings product portfolio analysis  
basic marketing generalizations marketing, principles of  
behavior announcement effect, antimarketing, consumer behavior,  
theory of, elation effect, ERG theory, exercise, law of, expectancy  
theory, field theory, Hawthorne effect, illusion of control, least effort,  
principle of, mood effect, opinion leader, planned behavior, theory of,  
reasoned action, theory of, reference group, reinforcement,  
self-perception theory, small group theory, social cognitive theory,  
temperament theory  
behavioral consequences effect, law of  
behavioral explanations attribution theory, fundamental attribution  
error  
behavioral intentions reasoned action, theory of  
behavioral modeling social learning theory  
belief popularity bandwagon effect  
beliefs expectancy theory, fallacy of composition, overconfidence  
effect, Pygmalion effect, reference group, selective exposure  
benefits agglomeration economies, free rider effect, positioning,  
product levels, social exchange theory, value proposition  
bias acquiescence response set, anchoring and adjustment,  
confirmation bias, conjunction fallacy, demand characteristics,  
experimenter effect, experimenter expectancy effect, halo effect,  
hindsight bias, sunk cost fallacy, testing effect, unrealistic optimism  
bidding winner's curse  
brand choice Dirichlet model  
brand distinctiveness brand positioning

brand preference   brand loyalty  
brand quality   reputation effect  
brand superiority   brand positioning  
brand value   brand equity  
brand variety   variety effect  
branding   private label  
brands   double jeopardy effect  
broad appeal   mass marketing  
broadened marketing concept   megamarketing  
budget-setting   promotion budget setting methods  
bureaucracy   skunkworks  
business relationships   resource dependency theory  
buyer readiness   buyer influence/readiness  
buying behavior   industrial buyer behavior  
buying cycle   hockey stick effect  
buying decision behavior   consumer buyer behavior  
buying decision process   evoked set  
bygone marketing practices   retro-marketing  
capabilities   E and O theories of change, top-down marketing  
capital   Averch-Johnson effect  
causality   attribution theory, fundamental attribution error  
cause   Pareto principle, placebo effect, ratchet effect  
certainty   overconfidence effect  
chance   illusion of control  
change   Darwinian evolution theory, dialectic process theory, domino effect  
channels   hybrid marketing, transaction cost theory  
channels of distribution   gray markets  
choice   common ratio effect, expected utility theory, framing effect, group polarization, Hick's law, isolation effect, options theory, utility theory  
circumstances   fundamental attribution error  
cities   local marketing, retail gravitation, law of  
clustering   agglomeration economies  
cognition(s)   cognitive consistency theory, cognitive dissonance, context effect, social cognitive theory  
cognitive arousal   Yerkes-Dodson law  
cognitive bias   false consensus effect  
cognitive consistency   balance theory  
cohorts   generational marketing  
collective behavior   clubs, theory of  
combined offerings   bundling  
commission-free   below-the-line marketing  
commissions   above-the-line marketing  
commitment   escalation of commitment  
commodities   commodification, one price, law of

communication boomerang effect, communication-information processing theory, consumer-to-consumer, information processing theory, primacy, law of, sleeper effect  
communication technology e-marketing  
communications integration integrated marketing communications  
community tribal marketing  
community behavior brand community  
comparisons comparative judgment, law of  
competence Peter principle  
competencies marketing strategy, resource-based view  
competition game theory  
competitive advantage absolute cost advantage, cluster theory, dynamic capabilities, resource-based view, strategic marketing, strategic options, sustainable competitive advantage, loyalty marketing  
competitive analysis strategic group  
competitive dynamics red queen effect  
competitive environment competition  
competitive position market share  
competitive positioning positioning  
competitive strategy decline strategies, leapfrogging  
competitiveness key success factors  
complex systems butterfly effect, complexity theory  
complexity systems theory  
compliance door-in-the-face technique, foot-in-the-door technique, low-ball technique  
computer network online marketing  
concepts fallacy of misplaced concreteness  
confidence overconfidence effect  
confirmation consumer satisfaction theory  
conformity Asch phenomenon  
confounding influences Hawthorne effect  
confusion confusion marketing  
connecting tribal marketing  
connectivity network theory  
consensus false consensus effect  
consistency reliability  
consumer activities lifestyle marketing  
consumer advocacy consumerism  
consumer awareness substitute awareness effect  
consumer behavior cognitive dissonance, income effect  
consumer benefit variety effect  
consumer characteristics segmentation  
consumer demand pull marketing  
consumer deprivation need  
consumer groups segmentation  
consumer influence opinion leader

consumer interests   lifestyle marketing  
consumer preference   brand loyalty  
consumer purchasing   hierarchy of effects  
consumer response   consumer demand theory, direct marketing,  
reader-response theory  
consumer rights   consumerism  
consumer values   lifestyle marketing  
consumer welfare   consumer sovereignty  
consumers   consumer marketing  
consumption   consumer behavior, theory of, demand, diminishing  
marginal utility, law of, income effect, utility  
consumption behavior   conspicuous consumption, rebound effect  
consumption equilibrium   bliss point  
contingencies   contingency theory of management accounting  
contracts   moral hazard  
contradictions   congruity theory  
control   contingency theory of management accounting, illusion of  
control, John Henry effect, just world hypothesis, planned behavior,  
theory of  
controllable marketing elements   marketing mix  
conventional marketing strategy   me-too marketing  
conventional wisdom   traditional marketing  
cooperation   game theory  
cooperative effort   social loafing  
cooperative work   social loafing  
corporate philanthropy   cause-related marketing  
correlations   spurious correlation  
cost leadership   strategies, generic  
cost reductions   experience curve effect  
cost savings   agglomeration economies  
cost(s)   diseconomies of scale, economies of scale, economies of scope,  
free rider effect, social exchange theory  
counterintuitive marketing   unconventional marketing  
country markets   international marketing  
creativity   lateral marketing  
cultural differences   cross-cultural marketing  
cultural diversity   multicultural marketing  
culture   glocal marketing, psychic distance, subcultural theory  
customer alliances   collaborative marketing  
customer approval   permission marketing  
customer benefit   adverse selection  
customer consent   permission marketing  
customer contact   inbound marketing  
customer focus   customer-oriented marketing  
customer integration   collaborative marketing, customer relationship  
management  
customer interaction   field marketing

customer interests   affinity marketing  
customer needs   house of quality  
customer relationships   customer equity, marketing  
customer retention   frequency marketing, relationship marketing  
customer value   customer equity  
customization   micromarketing  
customized marketing plans   bespoke marketing  
data   information systems theory  
data analysis   iceberg principle, outlier effect  
data collection   order effect  
data collection methods   marketing research  
data gathering   survey research  
decision making   Asch phenomenon, Bayesian decision theory,  
behavioral decision theory, bounded rationality, buyer decision  
process, certainty effect, common ratio effect, confirmation bias,  
decision theory, expected utility theory, fallacy of composition,  
framing effect, gain-loss effect, game theory, group polarization,  
groupthink, locality, principle of, organization theory, prospect  
theory, rational choice theory, satisficing, subjective expected utility  
theory, sunk cost fallacy, utility theory  
decreasing returns   diminishing returns, law of  
delay   lagged effect  
demand   consumer demand theory, demand, law of, elasticity of  
demand, supply and demand, law of  
demand creation   pull marketing  
demand elimination   counter-marketing  
demand reduction   demarketing  
design   organization theory  
desire   want  
detectable change   Weber-Fechner law  
development   dialectic process theory  
diffusion   imitation effect, innovation effect, trickle down theory  
direct communication   direct-to-consumer marketing  
direct sales   retail marketing  
discriminatory pricing   price discrimination  
disorder   chaos theory  
disproportional influence   Pareto principle  
dissonance reduction   cognitive consistency theory  
distance   gravity theory, retail gravitation, law of  
distinctive capabilities   strategic competency  
distinctiveness   von Restorff effect  
distribution   gray markets, hybrid marketing  
distribution intensity   distribution strategies  
distribution systems   channel arrangement, network marketing  
distributor conflict   channel conflict  
distributor interaction   field marketing  
drive   achievement motivation theory

dynamic markets   dynamic capabilities  
dynamic systems   butterfly effect, chaos theory  
dynamical systems   catastrophe theory  
early adopters   adopter categories  
early majority   adopter categories  
economic efficiency   x-inefficiency  
economic growth   accelerator principle  
economic impact   Wal-Mart effect  
economic indicators   Goodhart's law  
economics   Walras's law  
economies   macromarketing  
education   exercise, law of  
effect(s)   lagged effect, Pareto principle, placebo effect, ratchet effect, snowball effect  
effective marketing   marketing, laws of, marketing, principles of, marketing, rules of, marketing, theories of  
effectiveness   advertising wearout effect, management theory, queuing theory, recency principle  
efficiency   management theory, queuing theory  
efficient markets   one price, law of  
effort   least effort, principle of  
elements   gestalt theory  
emotion   affect  
employee motivation   X, theory, Y, theory, Z, theory  
employees   internal marketing  
empowerment   agency theory  
endorsements   celebrity marketing  
engagement   experiential marketing  
enhanced performance   synergy  
entry barriers   absolute cost advantage  
environmental impact   green marketing  
equity   social exchange theory  
error(s)   bias, majority fallacy, sunk cost fallacy  
estimates   forecasting methods  
ethics   ethical marketing  
ethnic diversity   multicultural marketing  
evaluations   country of origin effect  
event likelihood   hindsight bias  
event recall   telescoping  
events   ambush marketing, averages, law of, sponsorship marketing, sports marketing  
evolution   Darwinian evolution theory, red queen effect, wheel of retailing theory  
exchange   cost, Gresham's law, least interest, principle of  
exclusive offerings   clubs, theory of, snob effect  
existing products   cannibalization  
expectancy   placebo effect

expectations customer satisfaction, expectation-disconfirmation model,  
experimenter expectancy effect, Pygmalion effect  
experience experience curve effect  
experimental research demand characteristics  
experiments experimenter effect, Hawthorne effect, John Henry effect  
explanation parsimony, law of  
exporting comparative advantage, law of  
exposure mere exposure effect, recency principle  
external information absorptive capacity  
failure Icarus paradox  
fairness equity theory  
fallacy conjunction fallacy  
false belief better mousetrap fallacy  
fashion trickle down theory  
features product levels  
feeling affect  
financial assets arbitrage pricing theory  
financial return portfolio theory  
firm key success factors  
firm concentrations cluster theory  
firm-initiated marketing outbound marketing  
firm investment accelerator principle  
firm orientations marketing management orientation  
firm performance market share effect, reputation effect, ten percent,  
rule of  
firm resource strategic asset  
firm share price random-walk theory  
fiscal performance hockey stick effect  
fixed-fee below-the-line marketing  
focus strategies, generic  
focused marketing niche marketing  
food Engel's law  
forecast self-fulfilling prophecy  
forecasting accelerator principle, Engel's law  
foreign direct investment eclectic paradigm  
foreign market entry psychic distance  
forgetting forgetting curve, power law of forgetting  
forms gestalt theory  
framing prospect theory  
freedom of choice options theory  
functional integration total integrated marketing  
functional strategies marketing strategy  
gains gain-loss effect, prospect theory  
games game theory  
gaps unmet need  
general equilibrium Walras' law  
generalizability generalizability theory



generic growth strategies   product-market investment strategies  
global marketing   comparative marketing, global marketing  
goal conflict   approach-avoidance conflict  
goals   achievement motivation theory, attitudes, functional theory of,  
    field theory  
good characteristics   characteristics theory  
goods   one price, law of  
governance   transaction cost theory  
government operations   government marketing  
group behavior   bystander effect, diffusion of responsibility  
groups   cohort effect, group polarization, groupthink, reference group,  
    stakeholder theory  
growth   economies of growth, loyalty effect, takeoff  
helping behavior   bystander effect  
hidden marketing   stealth marketing  
hierarchies   Peter principle  
hindsight   hindsight bias  
holistic perspective   systems theory  
hybrid consumers   convergence marketing  
hypermedia computer network   web marketing  
hypothesis testing   confirmation bias  
imitation   imitation effect, social learning theory  
importing   comparative advantage, law of  
impression formation   warm/cold effect  
in-depth interviewing   laddering  
in-person communication   event marketing  
incentives   agency theory, elation effect  
income   Engel's law  
incongruity   congruity theory  
inconsistency   cognitive dissonance  
individual action   symbolic interaction theory  
individual behavior   social loafing  
individual learning   social learning theory  
individual motivation   psychoanalytic theory  
individual reasoning   locality, principle of  
individual responses   order effect  
individual transactions   transactional marketing  
individualized offerings   segment-of-one marketing  
individuals   learning curve effect, learning theory, least effort, principle  
    of, magical number seven  
industrial marketing   business-to-business marketing  
industry entry   entry barriers  
industry regulation   capture theory  
industry structure   strategic group  
influence   comparative influence, experimenter expectancy effect,  
    illusion of control, reference group, ripple effect  
influence process   buyer influence/readiness

informal communication word-of-mouth communication,  
word-of-mouth marketing  
informal communication effects word-of-mouth effect  
information communication-information processing theory, data types,  
direct marketing, iceberg principle, information processing theory,  
information systems theory, opinion leader, primacy effect, recency  
effect, selective exposure, survey research  
information complexity bounded rationality  
information processing Pollyanna effect  
information processing capacity magical number seven  
information technologies database marketing  
information transfer boundary spanning  
innovation absorptive capacity, diffusion of innovation, disruptive  
technology, innovation effect, skunkworks  
innovators adopter categories  
inputs diminishing returns, law of  
institutional change wheel of retailing theory  
institutions corporate marketing  
intangible offerings services marketing  
integration integrated marketing communications, total integrated  
marketing  
intended measurement validity  
interactivity experiential marketing, online marketing  
intermediaries disintermediation, indirect marketing  
international markets one price, law of  
international operations eclectic paradigm, internalization theory  
internationalization eclectic paradigm, psychic distance  
internet online marketing  
interorganizational bargaining bargaining theory  
interorganizational relationships network theory, resource dependency  
theory, transaction cost theory  
interpersonal relationships personal construct theory  
interpretation reader-response theory  
interviewing laddering  
investment(s) escalation of commitment, greater fool theory, portfolio  
theory, product-market investment strategies  
items item response theory  
items of commerce product marketing  
job design job characteristics theory  
judgment(s) anchoring effect, base-rate fallacy, behavioral decision  
theory, comparative judgment, law of, confirmation bias, congruity  
theory, conjunction fallacy, halo effect, majority fallacy,  
overconfidence effect, reference group, sunk cost fallacy, utility theory  
justice blaming the victim, just world hypothesis  
knowledge absorptive capacity  
lag time lagged effect  
laggards adopter categories

large markets mass marketing  
large organizations institutional marketing  
late majority adopter categories  
learning absorptive capacity, effect, law of, fan effect, learning curve  
effect, overlearning, primacy effect, recency effect  
learning processes learning theory  
legal protection intellectual property  
life cycle product life cycle  
liking mere exposure effect  
limited information Bayesian decision theory  
line product line  
literature reader-response theory  
local marketing glocal marketing  
local needs local marketing  
location agglomeration economies, cluster theory  
location analysis gravity theory  
location preference central place theory  
location tendencies central place theory  
long-term benefits societal classification of products  
long-term horizon strategic marketing  
long-term plans strategy  
long-term relationships relationship marketing  
losses gain-loss effect, prospect theory  
loyalty Dirichlet model, double jeopardy effect, frequency marketing,  
loyalty effect, loyalty marketing, loyalty ripple effect  
luxury goods snob effect  
management management theory, Parkinson's law  
management approaches contingency theory of management  
accounting  
management guidance ten percent, rule of  
management objectives firm, theory of the  
management practice X, theory, Y, theory, Z, theory  
market decline decline strategies  
market efficiency efficient market hypothesis  
market entry entry barriers, megamarketing  
market equilibrium supply and demand, law of  
market introduction process new product development  
market needs demand  
market operations megamarketing  
market position defensive marketing  
market practice Gresham's law  
market segmentation differentiated marketing  
market segments niche marketing  
market share market share effect  
market testing test marketing  
market transformation disruptive technology  
marketing exchange theory

marketing alliances   cooperative marketing  
marketing characteristics   marketing approaches  
marketing communication   blog marketing, integrated marketing  
communications, out-of-home marketing  
marketing conduct   marketing, theories of  
marketing constructs   Churchill's paradigm  
marketing enhancements   precision marketing  
marketing ethics   ethical marketing  
marketing expenditures   promotion budget setting methods  
marketing forms   marketing approaches  
marketing generalizations   marketing, laws of  
marketing integration   concurrent marketing, corporate marketing  
marketing intermediaries   indirect marketing  
marketing methodologies   marketing approaches  
marketing mix adaptation   adaptation  
marketing mix tailoring   micromarketing  
marketing networks   network marketing  
marketing planning   concurrent marketing, marketing myopia, spillover  
effect, STP marketing  
marketing purposes   marketing approaches  
marketing refinements   precision marketing  
marketing rejection   antimarketing  
marketing research   ten percent, rule of, validity  
marketing stakeholders   stakeholder theory  
marketing stimuli   Yerkes-Dodson law  
marketing strategy   confusion marketing, marketing myopia,  
sustainable competitive advantage  
marketing system   channel arrangement  
marketing techniques   marketing approaches  
marketing types   marketing approaches  
marketing universals   standardization  
marketplace   key success factors  
markets   market share  
mass customization   segment-of-one marketing  
mass media advertising   above-the-line marketing  
mathematical modeling   power law of forgetting  
meaning   reader-response theory  
measurement   bias, carry over effect, ceiling effect, Churchill's  
paradigm, floor effect, generalizability theory, item response theory,  
regression towards the mean, scale, survey research, testing effect,  
validity  
medium-sized enterprises   entrepreneurial marketing  
membership   fuzzy set theory  
memory   forgetting curve, power law of forgetting, primacy effect,  
recency effect, von Restorff effect  
memory retrieval   fan effect  
mental processes   cognitive theory

mergers integration  
message acceptance assimilation-contrast theory  
message rejection assimilation-contrast theory  
message repetition repetition effect  
misfortunes blaming the victim  
misleading conclusions spurious correlation  
misrepresentation bias  
mission non-profit marketing  
mobile consumers mobile marketing  
modeling demand, law of, supply, law of  
models fuzzy set theory, hierarchy of effects  
monitoring balanced scorecard  
moral conduct ethical marketing  
motivation achievement motivation theory, drive theory of social facilitation, elaboration likelihood model, expectancy theory, Herzberg's theory of motivation, job characteristics theory  
multinational enterprise(s) eclectic paradigm, internalization theory  
multiple marketing approaches fusion marketing, hybrid marketing  
myth better mousetrap fallacy  
national marketing systems comparative marketing  
nature of marketing marketing, theories of  
need categories hierarchy of needs theory  
need hierarchy hierarchy of needs theory  
need(s) attitudes, functional theory of, ERG theory, exchange, law of, field theory, hierarchy of needs theory, unmet need  
negotiation bargaining theory, door-in-the-face technique, foot-in-the-door technique, low-ball technique  
neighborhoods local marketing  
networks Metcalfe's law, network effect, network theory  
new product development skunkworks  
new product introduction(s) takeoff, test marketing  
new products cannibalization  
non-profit organizations cause-related marketing  
non-traditional marketing unconventional marketing  
nostalgic offerings retro-marketing  
numerical data outlier effect  
objects set theory  
observation audience effect, Hawthorne effect, social learning theory  
observers actor-observer difference  
offering attractiveness adverse selection  
ongoing analysis value-based marketing  
online marketing Web marketing  
operational innovation Wal-Mart effect  
operationalization tactic, tactical marketing  
opinions opinion leader  
opportunism strategic approaches  
opportunities SWOT analysis

optimal decisions decision theory  
optimism unrealistic optimism  
order of entry market entry timing  
organization adaptive strategy, gestalt theory, organization theory,  
Parkinson's law, Peter principle, red queen effect  
organizational activities value chain analysis  
organizational behavior firm, theory of the  
organizational buy-in internal marketing  
organizational change E and O theories of change, population ecology  
theory, retail accordion theory  
organizational communication boundary spanning  
organizational design contingency theory  
organizational evolution dialectic process theory  
organizational function marketing  
organizational marketing business-to-business marketing  
organizational mission non-profit marketing  
organizational performance upper echelons theory  
organizational performance evaluation balanced scorecard  
organizational philosophies marketing management orientation  
organizational processes benchmarking  
organizational relationships microenvironment  
organizational stakeholders stakeholder theory  
organizational structure population ecology theory  
organizational support sponsorship marketing  
organizational teaming affinity marketing  
organizations complexity theory, industrial buyer behavior, learning  
curve effect  
original products new product  
outcomes averages, law of, preference reversal, Pygmalion effect  
outdoors out-of-home marketing  
outputs diminishing returns, law of  
ownership endowment effect  
partnerships cooperative marketing  
pattern recognition Bayesian decision theory  
pay-for-performance affiliate marketing  
payoffs preference reversal  
perceived value value, willingness to pay  
perception(s) adaptation-level theory, cocktail party phenomenon,  
context effect, contrast effect, country of origin effect, even price  
effect, halo effect, hindsight bias, income effect, odd price effect,  
reputation effect, Weber-Fechner law  
performance audience effect, averages, law of, customer satisfaction,  
drive theory of social facilitation, expectation-disconfirmation model,  
honeymoon effect, job characteristics theory, learning curve effect,  
Little's law, overlearning, Pygmalion effect  
performance evaluation benchmarking  
performance improvement benchmarking

performance measures Goodhart's law  
personal disclosure ancient mariner effect  
personal selling push marketing  
personal websites blog marketing  
personal welfare social marketing  
personality attribution theory, personal construct theory,  
psychoanalytic theory, temperament theory, warm/cold effect,  
personality assessment Barnum effect  
persuasion assimilation-contrast theory, boomerang effect,  
door-in-the-face technique, elaboration likelihood model,  
foot-in-the-door technique, hierarchy of effects, inoculation theory,  
low-ball technique, primacy, law of, sleeper effect  
persuasive messages subliminal advertising  
physical locations location theory, place marketing  
physical objects product marketing  
planning Murphy's law, strategic marketing  
planning process STP marketing  
plans strategy, tactic  
point-of-sale below-the-line marketing  
policy Goodhart's law  
portfolios portfolio theory  
positioning STP marketing  
positive information Pollyanna effect  
power least interest, principle of  
pre-announcements announcement effect  
prediction(s) forecasting methods, regression towards the mean,  
self-fulfilling prophecy  
preference preference reversal, reference group, utility theory  
prestige snob effect  
price(s) demand, law of, elasticity of demand, price theory, supply, law  
of, supply and demand, law of, x-inefficiency  
price changes price effect, substitution effect  
price comparison reference price  
price competition commodification  
price sensitivity shared-cost effect, substitute awareness effect, unique  
value effect  
price setting pricing strategies  
pricing even price effect, odd price effect, one price, law of, price effect,  
price theory  
pricing approaches pricing strategies  
primacy primacy effect, primacy, law of  
principals agency theory  
proactive marketing outbound marketing  
proactive marketing strategy offensive marketing  
probabilities averages, law of, base-rate fallacy, certainty effect,  
common ratio effect, conjunction fallacy, gambler's fallacy, large  
numbers, law of, preference reversal

problem   Murphy's law  
problem framing   framing effect  
problem-solving heuristic   anchoring and adjustment  
processes   diminishing returns, law of, marketing  
processing   information processing theory, information systems theory  
product advantages   benefits  
product assortments   retail accordion theory  
product categories   product classifications, consumer  
product characteristics   characteristics theory  
product development   better mousetrap fallacy, house of quality, new  
    product development  
product differentiation   strategies, generic  
product evaluations   consumer satisfaction theory  
product group   product line  
product line assortments   category killer  
product markets   marketing strategy, strategic options  
product perceptions   positioning  
product quality   country of origin effect  
product range   economies of scope  
product repositioning   lateral marketing  
product superiority   better mousetrap fallacy  
product variety   variety effect  
product viability   takeoff  
product worth   willingness to pay  
production   comparative advantage, law of, cost, experience curve  
    effect, Little's law  
production costs   x-inefficiency  
production output   diseconomies of scale, economies of scale  
production processes   division of labor effect  
products   goods  
professional websites   blog marketing  
profit   commercial marketing, loyalty effect  
profitability   product life cycle  
promotion   guerrilla marketing, Peter principle  
property rights   intellectual property  
proposed value   value proposition  
Ps   marketing mix  
psychological balance   balance theory  
psychological processes   conative  
psychological reference point   reference price  
public   institutional marketing  
public administration   government marketing  
public goods   exclusion principle  
purchase   adoption process, cost  
purchase drivers   laddering  
purchase frequency   double jeopardy effect, frequency marketing  
purchase locations   point-of-purchase marketing



quality halo effect, house of quality  
questionable marketing practice stealth marketing  
questionnaires acquiescence response set  
queues queuing theory  
queuing Little's law  
random events gambler's fallacy  
rate of change Moore's law  
rationality groupthink, rational choice theory  
reaction domino effect  
reaction time Hick's law  
readiness adoption theory, diffusion of innovation  
recall forgetting curve, Pollyanna effect, serial position effect, von Restorff effect  
recency recency effect, recency principle  
recent products new product  
reference groups comparative influence  
reference points anchoring effect  
referrals snowballing  
regional economic growth backwash effects  
regions place marketing  
regulation Averch-Johnson effect, capture theory  
reinforcement selective exposure  
relationships customer relationship management, honeymoon effect, least interest, principle of, social exchange theory  
reliability generalizability theory  
repeatability reliability  
reporting telescoping  
repositioning lateral marketing  
research experimenter effect, experimenter expectancy effect, survey research  
research characteristics marketing research  
research method bias common method bias  
research methods marketing research  
research sampling snowballing  
reselling wholesale marketing  
resistance inoculation theory  
resource deployment tactic  
resources red queen effect, top-down marketing  
response ceiling effect, exercise, law of, floor effect, item response theory, regression towards the mean, repetition effect  
responsibility diffusion of responsibility  
retail private label, retail gravitation, law of  
retailing central place theory, retail accordion theory, retail marketing, Wal-Mart effect, wheel of retailing theory  
retention overlearning  
return(s) arbitrage pricing theory, prospect theory  
revenue sharing affiliate marketing

rewards   elation effect, reinforcement  
risk   arbitrage pricing theory, expected utility theory, group  
         polarization, moral hazard, portfolio theory, preference reversal,  
         prospect theory  
risk-seeking   prospect theory  
risk-taking   prospect theory  
sales   achievement motivation theory, cannibalization, product life  
         cycle, selling process  
sales force   selling process  
sales locations   point-of-sale marketing  
sales promotion(s)   below-the-line marketing, pull marketing, ratchet  
         effect  
salience   von Restorff effect  
sampling   bias, large numbers, law of  
satisfaction   diminishing marginal utility, law of, effect, law of,  
         expectation-disconfirmation model, Herzberg's theory of motivation,  
         job characteristics theory, utility  
satisfactory outcomes   satisficing  
scale   diseconomies of scale, economies of scale  
scale development   acquiescence response set, Churchill's paradigm  
segment attractiveness   target marketing  
segment selection   targeting  
segmentation   STP marketing  
segmentation feasibility   segmentation viability  
segmentation implementation   segmentation viability  
self-fulfillment   self-fulfilling prophecy  
self-interest behavior   moral hazard  
self-observation   self-perception theory  
selling   achievement motivation theory, door-in-the-face technique,  
         foot-in-the-door technique, low-ball technique  
sensemaking   actor-observer difference  
senses   experiential marketing  
sensory communication   experiential marketing  
sensory experience   event marketing  
serial position   serial position effect  
service(s)   goods, Little's law  
service advantages   benefits  
service development   house of quality  
service factors   service characteristics  
service offerings   service, laws of  
service production costs   Baumol's cost disease  
service productivity   Baumol's cost disease  
sets   fuzzy set theory, set theory  
share   market share  
shareholders   shareholder value analysis  
short-sightedness   marketing myopia  
short-term benefits   societal classification of products

short-term performance random-walk theory  
 short-term plans tactical marketing  
 significance snowball effect  
 simplicity parsimony, law of  
 single offering undifferentiated marketing  
 size double jeopardy effect, Metcalfe's law  
 small firms entrepreneurial marketing  
 small groups small group theory  
 social categorizations social identity theory  
 social class trickle down theory  
 social comparison social identity theory  
 social context social learning theory  
 social facilitation drive theory of social facilitation  
 social identification social identity theory  
 social indicators Goodhart's law  
 social influence imitation effect, conspicuous consumption  
 social interaction social exchange theory, symbolic interaction theory  
 social justice equity theory  
 social learning social cognitive theory  
 social networks viral marketing  
 social pressure Asch phenomenon  
 social responsibility enlightened marketing  
 societal forces macroenvironment  
 societal needs macromarketing  
 societal welfare social marketing  
 spatial distance construal-level theory  
 spatial locations location theory  
 specialization division of labor effect  
 spending Engel's law  
 sponsorship ambush marketing, sports marketing  
 sports organizations sports marketing  
 spreading effect ripple effect  
 staffing Parkinson's law  
 stages hierarchy of effects  
 stakeholders marketing  
 standards of conduct ethical marketing  
 statistical analysis ceiling effect, cohort effect, floor effect, large numbers, law of, spurious correlation  
 stimuli adaptation-level theory, contrast effect, primacy effect, recency effect, Weber-Fechner law  
 stimulus exercise, law of, reinforcement, repetition effect  
 strategic action strategic window  
 strategic analysis value chain analysis  
 strategic frameworks strategies, generic  
 strategic moves leapfrogging  
 strategic positioning positioning  
 strategy game theory, marketing strategy, red queen effect

strategy development   bottom-up marketing, contingency theory  
strengths   SWOT analysis  
structure   organization theory  
subjective norms   reasoned action, theory of  
subjective probability   subjective expected utility theory  
subjective utility   subjective expected utility theory  
subsequent marketing strategies   remarketing  
substitutability   intertemporal substitution  
substitute product(s)   substitute awareness effect, substitution effect  
success   Icarus paradox, key success factors  
superstores   category killer  
supply   supply and demand, law of, supply, law of  
supply chain   disintermediation  
supply chain management   channel arrangement  
surveys   acquiescence response set, bias  
sustainability   sustainable competitive advantage  
sustainable competitive advantage   strategic competency  
symbolic interactionism   symbolic interaction theory  
systems   gestalt theory, information systems theory, Little's law, systems theory  
tactic(s)   bottom-up marketing  
tailored offerings   local marketing, one-to-one marketing  
tangible goods   product marketing  
targeting   STP marketing  
targets   Goodhart's law  
task performance   Yerkes-Dodson law  
technology   disruptive technology, Moore's law, rebound effect  
telephone   telemarketing  
temporality   construal-level theory  
tension   approach-avoidance conflict  
testing   testing effect  
theories   parsimony, law of  
threats   SWOT analysis  
time   intertemporal substitution, Parkinson's law, sleeper effect, telescoping  
time frames   carry over effect  
timing   market entry timing, strategic window  
tools   tactic  
top management   upper echelons theory  
trade   gravity theory, international marketing, retail gravitation, law of  
trade policy   comparative advantage, law of  
trade promotion   push marketing  
tradition   traditional marketing  
trait centrality   warm/cold effect  
transactions   consumer-to-business, consumer-to-consumer, exchange theory  
travel   retail gravitation, law of

unanticipated consequences    unintended consequences  
uncertainty    Bayesian decision theory, expected utility theory, game theory, subjective expected utility theory  
unconscious drives    psychoanalytic theory  
unconscious processing    subliminal advertising  
unconventional marketing    guerrilla marketing  
unexpected consequences    spillover effect, unintended consequences  
uniform marketing    standardization  
uniqueness    unique value effect  
uninvited marketing    intrusive marketing  
unique offerings    one-to-one marketing  
unobvious marketing    stealth marketing  
unrelated organizations    sponsorship marketing  
unwelcome communication    intrusive marketing  
users    consumer marketing, network effect  
utility    behavioral decision theory, diminishing marginal utility, law of, goods, network effect, utility theory  
valuation    endowment effect, winner's curse  
value    confusion marketing, diminishing marginal utility, law of, E and O theories of change, exchange, law of, Gresham's law, information systems theory, loyalty effect, loyalty ripple effect, marketing, marketing strategy, Metcalfe's law, network effect, shareholder value analysis, unique value effect, value-based marketing, value chain analysis  
value-added characteristics    product levels  
value propositions    strategic options  
value provision    value proposition  
values    subcultural theory, utility theory  
ventures    honeymoon effect  
verbal communication    word-of-mouth communication, word-of-mouth marketing  
vision    strategic approaches  
voluntary behavior    social marketing  
waiting lines    queuing theory  
want(s)    demand  
weaknesses    SWOT analysis  
wearout    advertising wearout effect  
web    online marketing  
width    retail accordion theory  
willingness-to-pay    unique value effect  
window of opportunity    strategic window  
word-of-mouth communication    loyalty ripple effect  
work    Parkinson's law  
work motivation    Herzberg's theory of motivation  
worldwide operations    global marketing  
worth    value  
written advertisements    reader-response theory