

# **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	<i>Marketing Strategy</i>	<i>Marketing Management</i>	<i>Consumer Behavior</i>	<i>Marketing Research</i>	<i>Marketing Modeling</i>	<i>Services Marketing</i>	<i>Retail Marketing</i>	<i>Online Marketing</i>	<i>Business-to-Business Marketing</i>	<i>International Marketing</i>	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							•				

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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					•				
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	•	•	•	•				•	

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Term	<i>Marketing Strategy</i>	<i>Marketing Management</i>	<i>Consumer Behavior</i>	<i>Marketing Research</i>	<i>Marketing Modeling</i>	<i>Services Marketing</i>	<i>Retail Marketing</i>	<i>Online Marketing</i>	<i>Business-to-Business Marketing</i>	<i>International Marketing</i>	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	•	•	•		•	•			

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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

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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				•			•	

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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 decision making
group polarization			•						
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 forecasting
illusion of control			•						
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

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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						•		•			



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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



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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	•	•	•	•	•						



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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
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	•	•	•					•			



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	•			•						•	
strategy	•			•		•			•		small businesses
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



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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
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	•				•	•					

word-of-mouth marketing	•		•						
X, theory		•							•
X-inefficiency	•								
Y, theory	•	•							•
Yerkes-Dodson law					•				marketing communications
Z, theory	•	•							

# 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, glocal 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