

Rethinking Marketing

Developing a new understanding of markets

Hakan Hakansson

Norwegian School of Management

Debbie Harrison

Norwegian School of Management BI

Alexandra Waluszewski

Uppsala University



John Wiley & Sons, Ltd

Contents

list of contributors	vii
Preface	xi
1 Introduction: rethinking marketing H. Hakansson, IJ. Henjesand and A. Waluszewski	
Part One Market forms	13
2 Perspectives and theories of market I. Snehota	15
3 The "market form" concept in B2B marketing K. Blois	33
4 Market forms and market models G. Easton	55
Part Two Interaction between market actors	71
5 Exploring the exchange concept in marketing H. Hakansson and F. Prenekert	75
6 Interactions between suppliers and customers in business markets T. Ritter and D. Ford	99
7 A dynamic customer portfolio management perspective on market strategy F. Seines and M.D. Johnson	117
8 From understanding to managing customer value in business markets J.C. Anderson	137

9 Developments on the supply side of companies	161
L-E. Gadde and G. Persson	
Part Three Scientific approaches	187
10 The marketing discipline and distribution research: time to regain lost territory?	189
G. Gripsrud	
11 Research methods in industrial marketing studies	207
A. Dubois and L. Araujo	
12 Toward a new understanding of marketing: Gaps and opportunities	229
S.V. Troye and R. Howell	
13 Conclusions: Reinterpreting the four Ps	249
H. Hakansson and A. Waluszewski	
Index	263