

ADVANCES IN BUSINESS MARKETING AND
PURCHASING VOLUME 15

BUSINESS-TO-BUSINESS BRAND MANAGEMENT: THEORY, RESEARCH AND EXECUTIVE CASE STUDY EXERCISES

EDITED BY

MARK S. GLYNN

Auckland University of Technology

ARCH G. WOODSIDE

Boston College



JAI

United Kingdom - North America - Japan
India - Malaysia - China

CONTENTS

LIST OF CONTRIBUTORS	vii
EDITORIAL REVIEW BOARD	ix
EDITORS' BIOGRAPHICAL SKETCHES	xi
EFFECTIVE BUSINESS-TO-BUSINESS BRAND STRATEGIES: INTRODUCTION TO BUSINESS-TO-BUSINESS BRAND MANAGEMENT <i>Mark S. Glynn and Arch G. Woodside</i>	1
BUILDING A STRONG BUSINESS-TO-BUSINESS BRAND <i>Kevin Lane Keller</i>	11
MANUFACTURER BRAND BENEFITS: MIXED METHODS SCALING <i>Mark S. Glynn</i>	33
BUILDING BRAND EQUITY BETWEEN MANUFACTURERS AND RETAILERS <i>Quan Tran and Carmen Cox</i>	115
MANAGING BUSINESS-TO-BUSINESS SERVICE BRANDS <i>Donna F. Davis, Susan L. Golicic and Adam Marquardt</i>	195

BRAND MEANING AND IMPACT IN SUBCONTRACTOR CONTEXTS <i>Anna Blombdck</i>	223
BRAND IMAGE , CORPORATE REPUTATION , AND CUSTOMER VALUE <i>Anca E. Cretu and Roderick J. Brodie</i>	263
ENACTED INTERNAL BRANDING: THEORY, PRACTICE, AND AN EXPERIENTIAL LEARNING CASE STUDY OF AN AUSTRIAN B2B COMPANY <i>Sylvia von Wallpach and Arch G. Woodside</i>	389
PRICING THEORY AND PRACTICE IN MANAGING BUSINESS-TO-BUSINESS BRANDS <i>Gerald E. Smith and Arch G. Woodside</i>	429
SUBJECT INDEX	487