

**At 21 - The Journal of Business to Business Marketing Book Review Section With  
An Analysis of Book Reviews Rendered: Looking Toward the Future**

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## **At 21 - The Journal of Business to Business Marketing Book Review Section With An Analysis of Book Reviews Rendered: Looking Toward the Future**

**Purpose:** The aim of this paper is to examine the development of the book review section of the Journal of Business-to-Business Marketing relative to changes in the publication industry.

**Methodology/ Approach:** The analysis compared descriptive categories and content analysis of the book reviews and book review essays across four time periods. The content analysis was conducted using Leximancer, an automatic text analytic tool which codes according to the co-occurrence of main concepts within the text. The time periods relate to the journal volumes: 1-5; 6-10; 11-15; 16-21. These time periods were tagged within Leximancer indicating the differences and commonalities of the book review content between each time period.

**Findings:** The results indicated that the number of book reviews has fallen over the journal's life. The following reasons influencing the falling number of book reviews were proposed: changing promotion/ tenure criteria for academics over the last 20 years; the different attitudes between academics and practitioners in relation to book content; financial pressures placed on academic publishers and the changing proportion of the university library budget allocated to procuring books.

The results also indicated that the topics covered in the book reviews have changed over the four times periods. These changes are thought to be influenced by the changing 'hot topics' business marketing academics are interested in and topics preferred by book publishers.

**Implications:** While the publishing industry and academic reward systems continue to change, books will continue to be an important outlet for the dissemination of knowledge and academics will continue to publish books. The broader publishing environment and discipline specific trends should be considered when determining publishing approaches. Books offer an alternative avenue for reaching a broad academic audience (rather than those who only read specialized journals) and academics passionate about their research will be motivated to share with a broad audience.

**Keywords:** book review; Leximancer; publication industry; business-to-business marketing

## **At 21 - The Journal of Business to Business Marketing Book Review Section With An Analysis of Book Reviews Rendered: Looking Toward the Future**

In line with this special milestone edition of JBBM, it is fitting to examine the book review section which has been a feature of the Journal since its inception. This milestone offers a timely opportunity to review the book reviews published and reflect upon the thematic trends in B-to-B writing over this period of time. Such an exercise continues the valuable practice of periodic introspection which has become commonplace in this Journal (Lichtenthal, Mummalaneni and Wilson 2008). Indeed, the first set of book reviews published in the Journal contained a synopsis of book reviews in the Journal of Marketing Research and Journal of Marketing from 1975-1990 (Lichtenthal et al. 1992). As Hartley (2006) suggests, book reviews play an important role in academic communication, however they are seldom analyzed and not widely understood. While the changes in academic publishing have been widely commented upon, it is important to consider these issues within the context of B-to-B marketing and this journal in particular. This article therefore serves as both an updated chronicle and analysis of book reviews in the Journal and a commentary on the wider publishing environment in which B-to-B related books are embedded.

It is worthwhile to acknowledge the aims and scope of the book review section of the Journal as outlined in the editorial policy (see <http://zicklin.baruch.cuny.edu/zk/jbbm/book-review-section.html>). The book review section of JBBM reviews books of pertinent and direct interest to academics and professionals in business-to-business marketing, although allied social sciences disciplines are also included (Lichtenthal et al. 1992, Iyer 1996). These reviews present a summary and critique of a particular book, providing the reader with sufficient information to gauge whether the book will be beneficial relative to the time, effort

and costs of acquiring and reading it. In other words, this served to give the reader a ‘feel for the flavor’ of the book (Lichtenthal et al. 1992, p. 99). The editorial policy places emphasis on recent books in the B-to-B field and other areas that promise an impact on the field (Iyer 1996). The stated target audience for the reviews are academic researchers, teachers, doctoral students and practitioners in B-to-B marketing and closely-related fields. Although it is acknowledged that it is difficult to gauge the audience of a book due to the diverse interests of both academics and practitioners (Iyer 1996). Book reviews and essays are commissioned by the Journal’s Book Review Editors, however expressions of interest were actively sought, thereby providing an opportunity for reviewers to become involved in and contribute to the discipline (Lichtenthal et al. 1992; Iyer 1996). While these policies have remained in place for some time, the book review section has undergone significant change.

The journal has had two book review editors based in the United States before embarking on an internationalization strategy following the international structure of the editorial board in 2008. Lichtenthal et al. (1992) and Iyer (1996) give a good outline of the approach taken by book review editors during the first ten or so years. The two original book review editors developed the book review editorial policy, targeted a wide range of books to review (as discussed later) and organized book review essays. The internationalization strategy involved sourcing regional book review editors. The regions targeted were Europe and Australasia whilst retaining a presence in the United States. This strategy aims at sourcing books that originate from each region and diversifying the books currently being reviewed. Thus, targeting globalized journal readers and authors with interesting books that they are unaware of. The internationalization strategy has been extended from 2012 onwards with the inclusion of more regional editors, including book review editors.

Much like the field of B-to-B marketing, the Journal of Business-to-Business Marketing has continued to evolve across the 21 volumes it has been published. Iyer (1996) noted the evolution during the first four years but there has been little update of the book review section since. This article explores this evolution by analyzing the topics and themes of books reviewed in the Journal. A descriptive analysis will be presented along with a more in-depth content analysis. We also reflect on the state of book publishing within this discipline area, considering the much discussed ‘crisis of the monograph’. Finally, we comment upon possible future directions for B-to-B books by considering two broader issues within the field: the perceived divide between academics and practitioners and the underrepresentation of B-to-B content in university curricula.

#### **Analysis of book reviews Vol. 1 – Vol. 21(2) (Present)**

Over the period of 1993 to 2014 (up to Volume 21, Issue 2) a total of 149 book reviews were published in the Journal of Business-to-Business Marketing. Including review essays covering multiple books, a total of 166 books have been reviewed in the Journal since its inception. These book reviews have been categorized under the following topic headings for the thematic index (see appendix item 1): Advertising and Promotion, Buyer-Seller Relationships and Value Creation; Case Study, Distribution and Supply Chain Management, Education, Global Marketing, Internet and E-Commerce, Organizational Studies, Selling and Sales Management, Product Strategy, Branding and Innovation, Purchasing, Research and Methodology, Strategy and Strategic Management and Miscellaneous. The categories are consistent with those used in the last cumulative index of book reviews published in Volume 16 No. 1-2 and reflect the major construct units of the marketing discipline (all see Iyer 1996).

[Insert Table One Here]

[Insert Table Two Here]

Table 1 outlines the breakdown of books within each topic area across four time periods with shading used to emphasize topic concentration. Five year intervals were selected to highlight topic trends and number of books reviewed. One important trend evident in Table 1 is the steady decrease in the number of book reviews published over time. Half of all the book reviews were published in the first 5 volumes of the journal, with each subsequent period featuring less book reviews than the previous one. Table 2 provides a further breakdown of the number of books reviewed per volume. This table shows that most of the reviewing activity occurs in the earlier volumes, while no more than five books were reviewed in each volume after Vol.10. As a point of reference, the initial aim of the Journal was to include roughly three to five reviews per issue (Lichtenthal et al. 1992). This trend raises interesting questions regarding the direction of the book review section of this journal and even its longevity.

It is worth noting the number of book reviews with a strategy and strategic management focus. With 40 reviews relating to strategy it is the most numerous subject category by far with research and methodology the next popular with 17. Another noteworthy categorical observation was the spike in books relating to the internet and e-commerce within volumes 6-10, closely following the dot com boom. An observation from more recent volumes is the return of books focusing on buyer-seller relationships and value creation after not featuring heavily in the middle period.

It is possible to consider whether the categories of topics covered reflective the topical trends identified in B-to-B research more generally. LaPlaca and Katrichis (2009) identified the two most frequently published research areas in industrial and B-to-B research to be 'buying behavior' and 'sales management'. While the categories used in their analysis differ

from those used in this paper, there is a notable overlap. Considering that *buyer-seller relationship and value creation* (13) and *selling and sales management* (7) were not major topics featured in the book reviews, the question of whether the distribution of book review topics reflects that of research topics should be raised. The most popular book review topic *strategy and strategic management* (40) would have fallen under the ‘marketing strategy’ category of LaPlaca and Katrichis’ (2009) analysis, which was the fifth most popular topic of published research in their study.

A final observation relates to the intended audiences for the books. Iyer (1996) noted that the first two volumes of the Journal featured a fairly balanced mix of academic and practitioner focused books (23 - academic and 21 - practitioner). While it was noted that the exact target audience is difficult to ascertain, it serves as an interesting observation as to the type of books chosen for review. This is particularly interesting when a similar evaluation is performed across all current volumes, albeit by a different person. Notwithstanding the noted subjectivity and biases, the balance can be seen to have shifted heavily in favor of books intended primarily for the academic audience. This was determined based on whether the book was written by academics, based on research studies and in an academic edited book chapter format. This observation offers an insight into the changes in the book review section over time and perhaps fits within the broader debate around the academic and practitioner publication divide which will later be elaborated on further.

### **Content Analysis of Book Reviews**

Analyzing the content of the book reviews supplements the categorical analysis and presents another perspective on how review topics have changed over the life of the journal. We chose to use a fairly recent textual data analytic tool, Leximancer, as it allows content

analysis and considers differences between categories (in this case 5 year publication periods). Leximancer ([www.leximancer.com](http://www.leximancer.com)) is an automatic content analysis tool that considers both the semantic and relational information in text data. Text is examined both on word frequency and the relational usage or co-occurrence of frequent words (Smith and Humphreys 2006). The algorithms used are based on Bayesian theory where co-occurring words drive concept and theme emergence (Campbell, Pitt, Parent and Berthon 2011). Leximancer, although relatively new to business marketing (see Munksgaard and Medlin 2014), has been used previously in advertising research (Campbell et al 2011); social marketing (Dann 2010); psychology (Cretchley, Rooney and Gallois 2010); strategy (Angus-Leppan et al 2010) and sociology (Young and Denize 2008) to name a few.

Smith and Humphreys (2006) highlight that Leximancer can offer the following benefits for researchers using text data:

- Reduction in coder-bias and no requirement to consider inter-coder reliability issues
- Reduction in subjective bias
- Automatic text coding can reduce time and costs spent on analysis
- Reduction in the requirements for re-analysis of text
- Allows for large quantities of text

Evaluating research based on using Leximancer should consider the stability and reproducibility of results. Smith and Humphreys (2006) outline in detail how the use of Leximancer improves validity issues and those interested in more detail should refer to this article. The number of themes and inclusion of concepts is still subject to the researcher's decision. This decision is based on the research problem being investigated and the relevance of the concepts and themes to the problem. One weakness of analyzing themes overall (across all time periods), the initial five years of book reviews dominates the analysis due to the much higher number of book reviews conducted in those early volumes.

### **Leximancer Thematic Results**



Concepts are words that occur very frequently and through “induced word co-occurrence categories” (Smith and Humphreys 2006, p. 263). Thus, results show frequent concepts and the z score of words co-occurring within the text. For example the concept *customer* (8.64), co-occurs with *customers* (8.37); *win-back* (5.34); *retention* (5.01); *loyal* (4.91); *innovativeness* (4.3); *intention* (4.3); *lifetime* (4.3); *loose* (4.3); *treating* (4.3) etc. Thus, indicating a strong overall focus on customer issues of retention, loyalty, innovativeness, customer lifetime, losing and winning back customers.

[Insert Figure 1 here]

[Insert Table 3 here]

Table 3, indicates the most connected concept is *research* (100%) when time periods are not included in the analysis. *Research* is strongly connected and the most frequently occurring concept even though it is not the strongest theme (*customer* is the strongest theme). *Research* also occurs with its closely connected concepts of *literature*, *review*, *data* and *process* in some sections of the text. It is noted that Lichtenthal et al (1992, p. 100) had a particular focus on books that highlighted “creative ways to view and analyze data”, i.e. research focused. For example, articles outlining “B-to-B research potential” from the book being reviewed. *Customer* (76%) is the second most connected concept followed by *market* (73%); *relationships* (71%) and *information* (64%). All of the concepts were also highly ranked when comparing across volumes, although they may occur in different time periods and different rankings.

Results also highlight the inter-connections between concepts, as shown via lines on the concept map (Figure 1). Inter-connections indicate co-occurrence with concepts that they are connected with, shown further detail in the semantic structure of the text. For example: the *customer* concept co-occurs with the concepts of *value*, *competitive* and *strategic*. Indicating

that customers are considered to offer value, competitive advantage and important for strategy. Co-occurrence amongst concepts gives rise to the emergence of themes.

A clustering algorithm groups closely connected concepts into themes. For example the concept “*customer*” has strong connections to the concepts of *value*, *time*, *process* and *strategic*; and given it is the strongest inter-connected concept within this group emerges into the foci of the *customer* theme. Themes are named by the strongest inter-connected concept. The strongest themes are indicated by color with ‘hot’ colors highlighting strong themes: red being the strongest theme (*customer*) and ‘cool’ colors highlighting weak themes: purple being the weakest theme (*advertising*). Cretchley et al (2010, p. 319) highlight that the “map visually represents the strength of association between concepts and provides a conceptual overview of the semantic structure of the data”. The concept map is a tool through which researchers can further drill down into the data.

Tags are used to consider similarities and differences between time periods within the data. For this research tags were used to display four groups of journal volumes: 1-5 (1992-1999); 6-10 (1999-2003); 11-15 (2004-2008) and 16-21 (2009-2014) and remain consistent with the previous descriptive analysis. Tags highlight inter-connections of concepts to the categories and consideration of how the semantic data structure may vary according to the categories. As seen from the concept map, Figure 1, the central theme included in all categories (places approximately equidistant from each category tag) is the theme of customers.

Volumes 1-5 (1992-1999) covered topics in relation to research methodologies (*data*, *processes*, *research*). Although *sale* (concepts in relation to sales management practices) is also somewhat closely distanced to this group, it did not rank highly as a concept within the category (see table 3) indicating it has been discussed but not strongly. This result aligns with

the previous book review index (vol. 16/1) which indicates a large number of research methods books were reviewed.

Volumes 6-10 (1999-2003) focus on the use of *knowledge* and *information* for competitive advantage. Books covered topics such as knowledge management and the impact of the internet on business processes. This period aligns with the 'hot topic' of the time electronic commerce and the rise of the 'dot com' bubble. Thus, having a strong influence on the content of books reviews generated due to growth in research interest and teaching of new units such as electronic commerce.

Volumes 11-15 (2004-2008) covered topics such as *social capital* and *value* and continued with the *knowledge* focus to a minor extent. The prominence of these topics aligned with the rising importance of 'value' as a research area and the marketing science group highlighting value as one of their top 10 research topics (Lindgreen and Wynstra 2005).

Volumes 16-21 (2009-2014) focus more on *relationships* and *service* (incorporating both service marketing and service dominant logic (SDL)). The rise of SDL concepts within the books reviewed follows Vargo and Lusch (2004) paper in Journal of Marketing and the growing interest by research academics (both B-to-B and B-to-C) in SDL concepts.

The concept map also indicates that the concepts covered in Volumes 6-10 (1999-2003) are distanced from all other volume groups indicating that the concepts raised within these book reviews are very different to those discussed previously and in future volumes. While the two recent volume groups 11-15 (2004-2008) and 16-21 (2009-2014) are located relatively closer together indicating that there are fewer differences in the overall concepts raised within these two groupings.

The largest connected and most important concept, *customer*, only made it into the top 5 concepts for volumes 6-10 (1999-2003). Thus, showing *customers* to be an enduring theme through all time periods but does not dominate the other three time periods. Another interesting result is that two concepts, *information* and *knowledge*, extend across time periods, indicating that these concepts were consistently covered in the book reviews. Both of these topics related to the emergence of e-commerce and the dot-com boom which were considered significant disruptive issues at the time.

An interesting difference is the importance of concepts covered between time periods indicating that topics considered important varies across time. Even though there were differences enduring marketing discourse relating to the *customer* was still the most connected concept highlighting the customer focus was consistently covered. Although, *value* (including *customer value*) was strong in volumes 11-15 (2004-2008), it has not been covered to the same extent even though value is mentioned twice in the MSI top research priorities (As at September 2014).

The Leximancer results overlap LaPlaca and Katrichis (2009) to some extent, with the strongest theme within the Leximancer analysis being *customer*, aligning with the research topic given the second highest frequency, buying behavior. Also the most important research topic, sales management, was covered in the earlier volumes 1-5 (1992-1999) to a minor extent and not in later volumes. The *relationships* concept, ranks highly in volumes 16-21 (2009-2014) even though it is the third highest research topic (LaPlaca and Katrichis 2009) prior to this volume category.

## **Discussion**

Having presented an analysis of the topics and themes of the book reviews, it is now appropriate to expand upon some of the issues raised in the previous sections. The major

finding of the descriptive analysis which cannot be ignored is the steady decline in the number of book reviews that have been published in the Journal over time. While this trend may have already been recognized by regular readers, who may also understand the related changes in the academic publishing environment; it is worthwhile exploring this issue further with specific reference to this Journal and the B-to-B field. In addition, the following section will also comment on other specific B-to-B marketing issues that have relevance to the book review section, namely the idea of an academic/practitioner divide in research and publishing, and the role of books in addressing the underrepresentation of B-to-B specific content in undergraduate marketing courses.

### **Changing Forces within the Publication Industry**

There is a lot of debate in academic conversations around the “crisis of the monograph<sup>1</sup>” and the future of the book as a scholarly piece of work (Thompson 2005). Although there are many forces changing the landscape around book publication, there is agreement that a book publication plays a different role to a journal publication in the dissemination of knowledge, thus giving the academic book a continued place in scholarly writing (Neave, Connor and Crawford 2007). In saying this, we should not downplay the forces impacting academic book writing, publishing and marketing that although emanating from different sources, can be seen to reinforce each other. It is also noted that the applicability and impact of these forces differ between academic disciplines, however it is fair to conclude they are relevant to the marketing discipline and have brought about significant change. While these underlying forces are presented in no particularly order, there is a need to consider them in a holistic manner.

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<sup>1</sup> Monograph or Academic book refers to a book focusing on publication of research results and does not include textbooks which are written for the sole purpose of being used in teaching. Practitioner books are books that are based on practitioner experience and are not necessarily “verified” by the results of research projects.

Those experienced in academic promotion and tenure globally, are aware that the promotion decision is focused on journal publications, particularly at top ranked business schools (Fielden and Gibbons 1991; Seggie and Griffith 2009). Such academic reward systems have reduced the incentives to publish academic books and direct effort towards other forms of output that can be quantifiably justified (Derricourt 2008). This trend has been criticized for ignoring the scholarly contributions of academic books even though they often appeal to a broader cross disciplinary audience rather than specialized academics within a discipline or sub-discipline (Neave, Connor and Crawford 2007). Fielden and Gibbons (1991) go further to highlight that this attitude is embedded in the “money fallacy”; “utility fallacy” and “public relations fallacy” and is detrimental to the overall development of scholarship. Consequently, academics, particularly early career researchers (ECR) who want tenure and promotion, need to focus their effort towards the development of highly ranked journal publications rather than book publications.

The evolution of university policies towards the casualization of ECRs and lower ranked university positions has resulted in newly completed PhD candidates lacking the security to spend their time working towards developing academic books or the resources to begin developing their own individual book collections (Neave, Connor and Crawford 2007). Therefore, not only is there a drop in the number of sales to individuals, but ECRs who may be at the cutting edge of research are not able to develop a book to disseminate new knowledge to a broader audience.

Another major change concerns journal publishers who, through mergers and acquisitions, have developed ownership of “bundles” of journals which were previously more dispersed through not-for-profit scholarly societies (Thompson 2005). Dissemination channels have also changed from purely hard copy journals to include electronic formats

(Neave, Connor and Crawford 2007; Thompson 2005). Journal publishers now amalgamate journals into bundles, including highly ranked “must haves”, thus changing the journal distribution and pricing strategy (Thompson 2005). Their strategies are aimed at libraries subscribing to the complete electronic bundle and discouraging them from picking and choosing which journals they receive in electronic format. As a consequence the prices of journal subscriptions have increased significantly with libraries having little option but to accept the increases.

Linked to the forces above, the proportion of university library budgets allocated to developing their book collections has decreased (Neave, Connor and Crawford 2007; Thompson 2005). Given the lower resources available, libraries have changed their book acquisition strategies in a number of ways such as:

- Reducing the number of hard covered books in favor of more paperback cheaper alternatives
- Focusing acquisitions on specialist disciplines / sub-disciplines where their university research excels
- Including acquisitions of electronic books into their collections.

The university press industry, which developed around the publication of in-house research, has also changed their publishing strategies. These publishers produced a higher proportion of academic books than other types of publishers (Thompson 2005). Firstly, they were often subsidized by their home institutions with the aim towards knowledge dissemination. Universities now no longer offer such subsidies and expect these organizations to be profit generators or at least become self-sufficient (Neave, Connor and Crawford 2007; Thompson 2005). While larger university press organizations (e.g. Oxford University Press) were already profitable, others needed to adapt accordingly. This brought about a range of changes, including the following:

- focusing on the publication of monographs in specialist areas that their institution excels (e.g. MIT press)
- focusing on publishing books that specialize in their geographic location to fulfil community strategies
- publishing in electronic format only (e.g. Sydney University Press);
- publishing smaller runs (200-500 rather than in the thousands as per previously), though this results in higher prices per book
- publishing a greater proportion of other types of books (e.g. textbooks/ trade books) that can “subsidize” the publication of a small number of academic books
- greater editorial emphasis on choosing book topics which focus on broader audience acceptance in the hope of generating increased sales.

Each of the above changes result in a reduction in the number of specialist academic books published and a greater focus on those with broad appeal. Content has shifted from specialist detailed descriptions of verifiable, replicable research, towards general broad content that describes theory to an audience that does not require specialist discipline knowledge.

Other private publishers publishing a small proportion of academic books have either dropped their publication altogether to focus solely on the textbook market or work closely with authors to develop books that will have broad appeal across multiple disciplines. Both of these strategies reflect an attempt to increase the audience appeal and capture some of the trade book market. The trade market offers publishers larger sales, although as discussed in the next section, academic researchers are not necessarily suited to writing trade publications.

### *Flow on effects to book reviews*

The changes in the book review section identified in this paper can therefore be assumed to strongly link to changes in the broader publishing landscape discussed above. With academic book publications seemingly in decline, can the same be said about the practice of writing scholarly book reviews?



Book reviews were once lauded as significant indicators of scholarly communication, encouraging the flow of information across knowledge domains (Lindholm-Romantschuk 1998; Hartley 2006). As Hartley (2005) suggests, while book review editors and reviewers once held significant influence over who read what and when, this influence has perhaps waned on account of technological advances increasing readers' sources of information. So while there may be fewer recently published books available to review, the utility of the book review itself is also being brought into question.

Much like the decline in publishing academic books is being attributed to changes in its perceived academic value, so too is the decline in publishing book reviews. East (2011) suggests that scholarly book reviews suffer from an image problem stemming from the unfavorable perceptions held by administrators. Published book reviews are not considered to be highly rated forms of research output and do not figure highly in promotion stakes for academics (Hartley 2006; East 2011). The decline in the number of book reviews being published is therefore likely to be associated with the lack of suitable reward mechanisms, leading academics to prioritize other forms of publications that offer more direct incentives and prestige for their time (East 2011). This is despite the practice of book reviewing being recognized as a way for ECRs to develop academic writing skills, receive publishing experience and connect with disciplinary communities (Neave, Connor and Crawford 2007).

It is important to recognize the critical role that Book Review Editors have in bringing this section to fruition. As previously stated, unsolicited reviews are not accepted and instead the responsibility for commissioning book reviews lies with the editors. Much of the initial flurry in book reviews could be attributed to the tenacious input of founding Book Review Editor, Lichtenthal, in the establishment phase of the Journal. Perhaps the higher number of reviews in earlier volumes is also linked to the need to develop the discipline/Journal by

incorporating multiple texts from across marketing and management into the B-to-B marketing agenda (Lichtenthal et al. 1992). This momentum carried through as Lichtenthal and subsequent Book Review Editor Iyer appointed by now Editor Lichtenthal to expand both the genuine intellectual caliber and the global coverage of the Journal by reaching out to reviewers from around the world. Indeed it was a result of shifting focus in editorial policy as stated by Iyer (2000), that new emphasis was placed on review essays comprising of a set of books around a related topic or theme. Several review essays followed, increasing the number of books being presented in each volume. More recently the editorial responsibilities have expanded internationally through four co-editors representing different regions of the world. The book review section is thus very much shaped by its editors, however as explained previously, forces within the broader academic and publishing environments have also had an enormous impact.

### **The academic/practitioner divide in books**

The relevance of academic research in marketing to stakeholders outside the academic community, and in particular to those engaged in the practice of marketing, has been debated often and at considerable length by scholars. This issue brings into question the suitability of academic books to a practitioner audience. While Dawson (1971) explicitly considered relevance at both the macro (societal) and micro (managerial) levels, it is the latter issue, the managerial relevance of academic marketing research, which has received the greatest attention over the years. For example, Jaworski (2011) suggested that marketing academics could be divided into two categories: those who believe that managerial relevance is of fundamental importance in academic research, and those who do not. Certainly, over the years, some scholars have vociferously supported the proposition that academic research in marketing must strive for managerial relevance (Baron, Richardson, Earles, and Khogeer

2011; Lilien 2011; Tapp 2004). On the other hand, there are scholars who have defended the proposition that managerial relevance is not the primary goal of academic marketing research.

Descriptive research exploring whether marketing practitioners make direct use of published academic research suggests rather strongly that they do not, and that the academic and practitioner bodies of literature are two different things, including the books written for each audience. For example, in a study conducted among marketing academics (n=128) and practitioners (n=510) Baines, Brennan, Gill and Mortimore (2009) found strong evidence that while professional publications were considered useful by practitioners, academic journal publications were not. Indeed, practitioner awareness of the very existence of important academic journals was found to be surprisingly low (Baines et al., 2009). Qualitative studies have similarly tended to suggest that academic sources are a largely ignored source of professional information by B-to-B marketing practitioners (Ankers and Brennan, 2002; Brennan and Ankers, 2004). A study conducted among delegates to a large European conference of B-to-B marketing academics found a significant difference between delegate perceptions of the managerial relevance of the work presented at the conference (mean relevance score 2.26 on a four-point scale) and delegate perceptions of the managerial relevance of their own research (mean score 3.13) (Brennan and Turnbull, 2000, 2002). B-to-B marketing scholars tend to believe that their own research is fairly relevant to the business community, yet this may not be the case. Consequently, although B-to-B scholars may consider their books relevant and useful, this may well not be the case.

On reflection this is probably not entirely surprising. Marketing practitioners spend their time problem-solving day-to-day practical matters; reviewers insist that, to be published, academic articles and books must demonstrate a substantial theoretical contribution that is

grounded in prior academic knowledge in the field, which can be verifiable, replicated and has a sound methodological focus (Thompson 2005). Indeed, the requirement to demonstrate a substantial contribution to the academic conversation about a particular topic renders it unlikely that much contribution will be made to business practice. Once the academic conversation has diverged from issues of direct interest to practitioners, the requirement that a written piece of academic work must make a substantial contribution to that academic conversation simply reinforces this divergence.

Unsurprisingly, scholars have sought to investigate why published academic marketing research is not considered to be of greater value by business and marketing practitioners. As is to be expected, there is no single explanation, but many contributory factors. Empirical research suggests that both academics and practitioners feel that the timescales involved in academic research detract from the value of the potential output; in short, academic research takes too long so that by the time it is published the findings may well be obsolete (Baines et al., 2009). Business school academics believe that more and more of their time in recent years has been taken up with non-research activities, for example, as student numbers have increased without proportionate increases in staff. Furthermore, those marketing academics who would like to publish managerially-relevant research complain that such work counts for little in career (Brennan, Tzempelikos and Wilson 2014; Tapp 2004).

While the explanations discussed in the previous paragraph generally start from the presumption that the irrelevance of published academic research to practitioners is a bad thing, and that steps should be taken to reduce the academic/practitioner gap, other scholars have argued that the existence of this gap is not entirely undesirable. It can be argued that the work published by academic researchers in their own cherished journals and research-orientated books is really not designed for immediate application. Rather, these are the places

where researchers talk to other researchers to advance pure marketing science. We should look to other methods of dissemination (such as teaching, executive development, and consulting) for the eventual translation of this research into application. Indeed, certain institutions, such as the Institute for the Study of Business Markets at Penn State University, exist for the explicit purpose of acting as the conduit through which academic research is converted into practitioner-relevant material. More controversially, it can be argued that the practitioner-relevance of academic marketing research lies not in its direct applicability but in its symbolic value to the managerial community (Astley, 1984; Brennan and Turnbull, 2002). By this account even though academic research may not contribute knowledge that directly contributes to improved organizational efficiency and effectiveness, nevertheless it makes an important contribution to the symbolic worth that managers perceive in their working lives. Such symbolic worth, according to Astley (1984) may either accrue in terms of making sense of the business world or by assisting diverse functions to find a common purpose. For example, the concept of corporate social responsibility (CSR) can contribute on both counts. On the one hand it provides the individual manager with the sense that business activities are serving a higher purpose than simply maximizing profits, and on the other hand it provides a rallying point around which different departments or interest groups within the company can coalesce.

### **The role of books in enhancing B-to-B education**

An issue which continues to be raised amongst the B-to-B marketing discipline is the underrepresentation of academic research with a B-to-B focus when considering its relative importance in marketing practice compared to B-to-C (Kleinaltenkamp 2010). This bias may stem from the perspective held by many marketing scholars that B-to-B topics do not differ enough from consumer marketing to justify a unique stream of research (LaPlaca and

Katrichis 2009; Peters, Pressey, Vanharanta and Johnston 2013). As LaPlaca and Katrichis (2009) highlight, this imbalance is not limited to marketing literature, but there is also significant underrepresentation of business marketing topics in university curricula (LaPlaca and Katrichis 2009; also see volume 14(1) this journal). Given the overwhelming practical relevance of B-to-B marketing, many marketing graduates will be employed in a B-to-B setting without having studied B-to-B marketing in any sufficient depth (LaPlaca and Katrichis 2009). The concern regarding the lack of B-to-B specific education can be considered to link directly to the issue of proportionally less B-to-B research being published, as well as the perceived problem of academic/practitioner disconnect outlined in the previous section.

University students, as soon to be practitioners (or academics), represent key stakeholders in promoting the field of B-to-B marketing. As suggested by LaPlaca and Katrichis (2009), students must be made aware of the intricacies and opportunities in industrial marketing. In recognizing that B-to-B marketing education is a top priority, the utility of books for teaching purposes must be considered. Is there an opportunity for more B-to-B books to be published that are directed at, or at least accessible to, this undergraduate audience? Could B-to-B books be made more appropriate for teaching, either as a prescribed reading or a learning resource that may facilitate the understanding of B-to-B marketing principles? As already stated in the Journal's Book Review Editorial Policy, the target audience of books considered in this section are among others: teachers, trainers and doctoral students; one must question both the extent to which these groups are being reached. A follow-up question may be whether there is scope to expand this audience to undergraduate students?

The book review section must play a critical role if this strategic goal of expanding B-to-B marketing content in university curricula is to be achieved. Book reviews are useful

avenues through which prospective educators may be made aware of relevant books, while also facilitating the book section process by offering scholarly evaluations. Considering the challenges faced by the modern academic in balancing their time and resources between teaching and research commitments, a review articulating the book's educational value would be well received. One study found that scholarly book reviews were seen by academics to offer as much value to teaching as they do for research (Spink, Robins and Schamber 1998). This is not to suggest the journal should begin to review individual textbooks, (see Backhaus, Mell and Sabel (2007) for analysis previously conducted), this is not common practice and raises issues around bias should certain textbooks be privileged over others. More appropriate examples would be case books or books focusing on innovative topics that students will enjoy.

## **Conclusion**

This article evaluated the content and focus of book reviews published in the Journal. Topics and content of the book reviews are changing over time. Our analysis indicates that these changes roughly align with topics of rising academic interest, which is of course influenced by the research projects undertaken. Yet, there are also topics which remain steady across the lifetime of the journal, for example topics focusing on customers (including value, lifetime, etc.) are continuously included in the published book reviews'. Thus, the book review section can be seen to have a stable core of focus on customers and a flexible range of topics which changes accordingly to new knowledge generation and discussion. Our analysis also indicated that a number of forces impacted the book review section including changing academic performance evaluations; changing landscape of the publication industry and the alignment between academic and practitioner requirements.

The first major impact on the publication of book reviews is that there are less academic books, including B-to-B books, being published. Although there are a number of forces influencing this outcome, a major one is the changing professional development/ tenure/ promotion pressures that

academics currently face. This is represented by the growing movement towards evaluating academic performance through publications in ranked journals. The publication of books is perceived as a reduction in the capacity of the academic to publish in journals and thus efforts to write books or book chapters are discouraged through these reward mechanisms. Books (or even book reviews) are increasingly being seen as less viable avenues for knowledge dissemination. The flow on effect of less academics attempting to write books is the reduction in academic book releases which we are experiencing within B-to-B marketing. Changes in criteria for evaluating academics is not a new phenomenon with it first being discussed in the early 1990's, suggesting it may not change in the short term.

The second major force impacting the number of academic books being published is the changing focus within the publication industry itself, leading to a shift in the types of books being published. Contributing factors have been identified as changes in funding for university publishers, demand from university libraries and various technological developments. This has resulted in publishers taking different approaches to deciding which academic books get published, therefore impacting the B-to-B area with fewer academic books being published.

Yet, despite these changes books still play an important role in contributing to knowledge and will do so into the future. Academics will still author books and book chapters as an avenue to disseminate their ideas and developments to interested readers. These authors will be internally motivated to generate discussion on issues that they consider important and to how they perceive knowledge development to progress into the future. Therefore, the publication of academic books will continue and the role and importance of book reviews in supporting academic decision making processes will not diminish.

As a final note, the book review section has successfully reviewed over 150 books within the first 20 years. It is therefore important to thank everyone who has contributed to the success of the book review section in the Journal of Business-to-Business Marketing. This includes the editors (both journal editors and book review editors); the book authors who have spent their time writing books to



share their ideas with us; the book review and review essays authors and of course the journal audience who use the reviews in their teaching and research. Book reviews are still an important component of academic writing and will be so in the future, thanks to the continued efforts of all involved.

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## Tables and Figures

Table One:

Breakdown of Reviews by Book Themes

Theme	V 1-5	V 6-10	V 11-15	V 16-21	Total
Advertising and Promotion	6	3	1	-	10
Buyer-Seller Relationships and Value Creation	5	3	-	5	13
Case Study	1	2	-	-	3
Distribution and Supply Chain Management	1	2	2	2	7
Education	5	1	1	-	7
Global Marketing	4	2	4	-	10
Internet and E-Commerce	-	7	3	-	10
Organizational Studies	4	2	-	-	6
Selling and Sales Management	1	2	3	1	7
Product Strategy, Branding and Innovation	4	2	-	1	7
Purchasing	5	-	2	-	7
Research and Methodology	13	2	1	1	17
Strategy and Strategic Management	22	11	4	3	40
Miscellaneous	4	-	-	1	5
<b>Total</b>	<b>75</b>	<b>39</b>	<b>21</b>	<b>14</b>	<b>149</b>

Table Two:

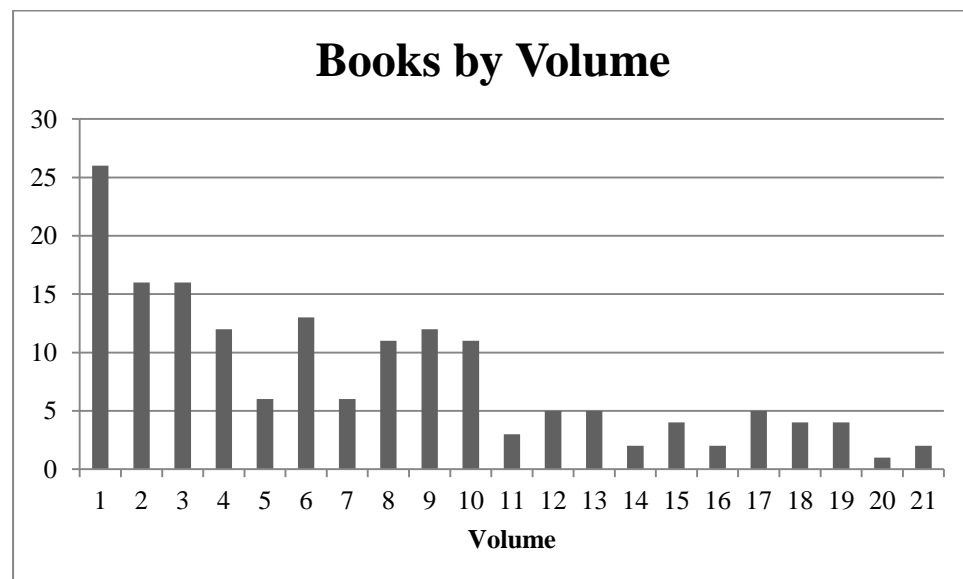


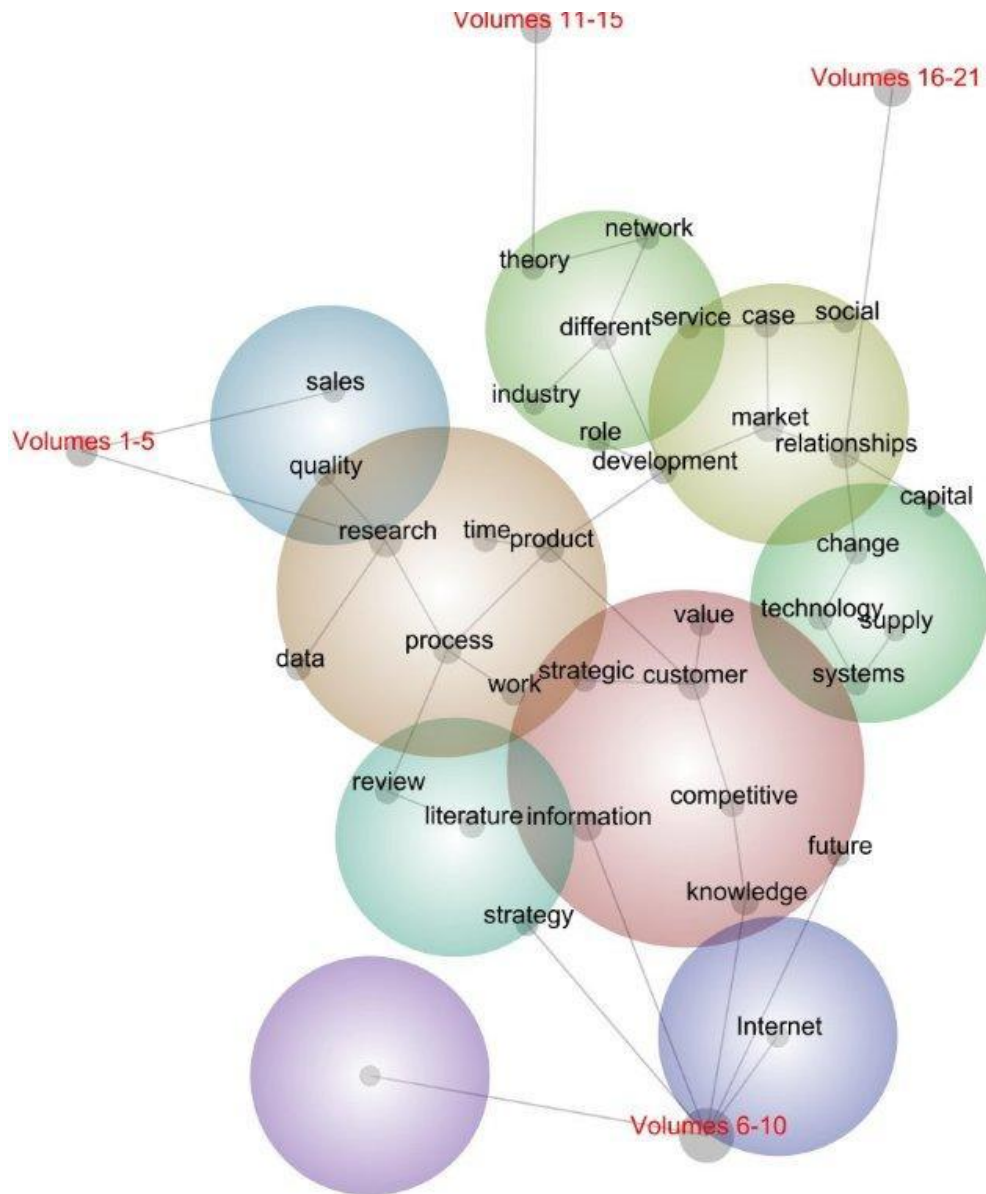
Table Three:

Top 5 Leximancer Themes by Volume and Time Period

All Volumes	Volumes 1-5 1992-1999	Volumes 6-10 1999 -2003	Volumes 11-15 2004-2008	Volumes 16-21 2009-2014
Research	Data	Knowledge	Social	Service
Customer	Research	Competitive	Product	Relationships
Market	Information	Information	Value	Development
Relationship	Time	Customer	Market	Technology
Information	Product	Process	Knowledge	Case

Figure One:

Leximancer Concept Map





Appendix Table One

Index of Book Reviews by Subject Vol. 1-21(2)

Subject	Title	Author(s) or Editor(s)	Vol	No.
Advertising and Promotion	<i>Advances in Business Marketing Volume 2</i>	Arch Woodside	1	1
	<i>Business-to-Business Advertising: A Marketing Management Approach</i>	Charles H. Patti, Steven W. Hartley, and Susan L. Kennedy	1	3
	<i>Business-to-Business Communications Handbook</i>	Fred R. Messner	2	2
	<i>Business-to-Business Direct Marketing</i>	Robert W. Bly	2	2
	<i>A Guide to Preparing Cost-Effective Press Releases</i>	Robert H. Loeffler	2	3
	<i>Winning Direct Response Advertising: From Print Through Interactive Media, 2nd Ed.</i>	Joan Throckmorton	5	3
	<i>Campaign Strategies and Message Design: A Practitioner's Guide From Start to Finish</i>	Mary Anne Moffitt	6	3
	<i>The Advertising Business: Operations, Creativity, Media Planning, Integrated Communications</i>	John Philip Jones (ed)	8	3
	<i>Value Creation and Branding in Television's Digital Age</i>	Timothy M. Todreas	8	4
	<i>Review Essay: Branding Principles—Application to Business-to-Business Branding</i>  <i>Books Reviewed</i> <i>Emotional Branding</i> by. D. Travis.  <i>Brand Asset Management</i> by. S. M. Davis.  <i>Brand Leadership</i> by. D. Aaker and E. Joachimstahler	Y. L. R. Moorthi	11	3
Buyer-Seller Relationships and Value Creation	<i>Reverse Marketing: The New Buyer-Supplier Relationship</i>	Michael R. Leenders and David L. Blenkhorn	1	1
	<i>Customers Mean Business: Six Steps to Building Relationships That Last</i>	James Unruh	3	3
	<i>Networks in Marketing</i>	edited by Dawn Iacobucci	4	2
	<i>Business-to-Business Marketing: Creating a Community of Customers</i>	Victor L. Hunter with David Tietyen	4	4
	<i>The Customer Loyalty Pyramid</i>	Michael W. Lowenstein	5	4
	<i>Alliance Advantage: The Art of Creating Value Through Partnering</i>	Yves L. Doz and Gary Hamel	7	1
	<i>The Customer Marketing Method: How to Implement and Profit from Customer Relationship Management</i>	Jay Curry with Adam Curry	8	4
	<i>Customer Winback: How to Recapture Lost Customers—and</i>	Jill Griffin and Michael W. Lowenstein	9	2

	<i>Keep Them Loyal</i>			
	<i>Business Relating Business: Managing (IN) Organisational Relations and Networks</i>	Ian Wilkinson	16	4
	<i>In Search of a New Logic for Marketing—Foundations of Contemporary Theory</i>	Christian Gronroos	17	1
	<i>Business in Networks</i>	Håkan Håkansson, David Ford, Lars-Erik Gadde, Ivan Snehota and Alexandra Waluszewski	17	3
	<i>Managing Marketing Relationships: Methodological and Empirical Insights</i>	Adam Lindgreen	18	2
	<i>Total Relationship Marketing, 3rd ed.: Marketing Management, Relationship Strategy, CRM, and a New Dominant Logic for the Value-Creating Network Economy</i>	Evert Gummesson	19	1
Case Study	<i>Industrial Marketing: Cases and Concepts., 4th Edition</i>	E. Raymond Corey	1	3
	<i>Advances in Business Marketing and Purchasing, Volume 7: Case Studies for Industrial and Business Marketing</i>	A.G. Woodside (ed)	10	1
	<i>Advances in Business Marketing and Purchasing, Volume 8: Training Exercises for Improvement Sensemaking Skills—With Solutions</i>	A.G. Woodside (ed)	10	1
Distribution and supply chain management	<i>Going to Market: Distribution Systems for Industrial Products</i>	E. Raymond Corey, Frank V. Cespedes, and V. Kasturi Rangan	1	3
	<i>Advanced Supply Chain Management: How to Build A Sustainable Competitive Advantage</i>	Charles C. Poirier	7	1
	<i>Channel Champions: How Leading Companies Build New Strategies to Serve Customers</i>	Steven Wheeler and Evan Hirsh	9	2
	<i>The Metaknowledge Advantage: The Key To Success In The New Economy</i>	Rafael Aguayo.	12	3
	<i>Building Supply Chain Excellence in Emerging Economies</i>	Hau L. Lee, Chung-Yee Lee (eds)	15	3
	<i>Resourcing in Business Logistics: The Art of Systematic Combining</i>	M. Jahre, L.E. Gadde H. Håkansson, D. Harrison, G. Persson, and G. Liber	17	4
	<i>Perspectives on Supplier Innovation: Theories, Concepts and Empirical Insights on Open Innovation and the Integration of Suppliers, Series on Technology Management (Vol. 18)</i>	Alexander Brem and Joe Tidd (eds.)	21	1
Education	<i>The Life of the Academic Professional in America</i>	Gerhard Falk	1	2
	<i>The Best Readings from Business Marketing Magazines: Views from the Trenches</i>	Valerie Kijewski, Bob Donath and David T. Wilson	1	4
	<i>Get Funded! A Practical Guide for Scholars Seeking Research Support from Business</i>	Dorin Schumacher	2	1

	<i>Cabell's Directory of Publishing Opportunities in Management and Marketing</i>		2	4
	<i>Cabell's Directory of Publishing Opportunities in Management and Marketing, Seventh Edition</i>	David W. E. Cabell and Deborah L. English (eds)	4	4
	<i>Cabell's Directory of Publishing Opportunities in Marketing, Eighth Edition</i>	David E. Cabell and Deborah L. English (eds). Brooke S. Abernethy, Assistant editor)	9	4
	<i>Cabell's Directory Of Publishing Opportunities In Marketing (Ninth Edition) and Cabell's Directory Of Publishing Opportunities In Management (Ninth Edition)</i>	David E. Cabell and Deborah L. English. (eds)	14	1
Global Marketing	<i>Technological Competition in Global Industries: Marketing and Planning Strategies for American Industry</i>	David T. Methé	1	2
	<i>Global Perspectives on Advertising Self-Regulation: Principles and Practices in Thirty-Eight Countries</i>	Jean J. Boddewyn	1	4
	<i>Creating and Managing International Joint Ventures</i> , edited by	Arch G. Woodside and Robert E. Pitts (eds)	3	2
	<i>Cross-Cultural Business Behavior</i>	Richard R. Gesteland	4	3
	<i>China's Economic Development Strategies for the 21st Century</i>	Harry J. Waters	6	1
	<i>Selling to India's Consumer Market</i>	Douglas Bullis	6	2
	<i>Managing International Business in China</i>	Xiaowen Tian	16	3
	<i>Business Networks and Strategic Alliances in China</i>	Stewart Clegg, Karen Wang, and Mike Berrell (eds)	18	1
	<i>The Changing Face of Management in Thailand</i>	Tim G. Andrews and Sununta Siengthai (eds)	18	4
	<i>Winning in Emerging Markets: A Roadmap for Strategy and Execution</i>	Tarun Khanna and Krishna G. Palepu	19	2
Internet and E-Commerce	<i>The Internet Age of Competitive Intelligence</i>	John J. McGonagle and Carolyn M. Vella	6	3
	<i>Preparing for Electronic Commerce in Asia</i>	Douglas Bullis	7	1
	<i>Review Essay: Looking Forward, Looking Back: Analyzing the Digital, Interactive, and E-Marketing Horizon</i>		8	1
	<u>Books Reviewed:</u> <i>Strategic Marketing for the Digital Age</i> , by Bill Bishop <i>Global Marketing for the Digital Age</i> , by Bill Bishop			
	<i>Interactive Marketing: The Future Present</i> , edited by Edward Forrest and Richard Mizerski			
<i>Enterprise.com: Marketing Leadership in the Information Age</i> , by Jeff Papows				
<i>Global Electronic Commerce:</i>	J.C. Westland and T.H.K.	8	4	

	<i>Theory and Case Studies</i>	Clark		
	<i>Review Essay: B2B E-Commerce: Economy and Strategies</i> by Gopalkrishnan R. Iyer		9	1
	<u><i>Books Reviewed:</i></u> <i>Creative Destruction: Business Survival Strategies in the Global Internet Economy</i> , edited by Lee W. McKnight, Paul M. Vaaler and Raul L. Katz			
	<i>Digital Capital: Harnessing the Power of Business Webs</i> , by Don Tapscott, David Ticoll and Alex Lowy			
	<i>B2B: How to Build a Profitable E-Commerce Strategy</i> , by Michael J. Cunningham			
	<i>One to One B2B: Customer Relationship Management Strategies for the Real Economy</i>			
	<i>The Digital Divide: Facing a Crisis or Creating a Myth?</i>	Benjamin M. Compaine (eds)	10	3
	<i>Net Attitude: What it is, How to Get It, and Why Your Company Can't Survive</i>	John R. Patrick	10	3
	<i>The Global Internet Economy.</i>	Bruce Kogut (ed)	12	2
	<i>Social Capital And Information Technology</i>	Marleen Huysman and Volker Vuff. (eds)	12	3
	<i>Spectrum Auctions And Competition In Telecommunications</i>	Gerhard Illing and Ulrich Klueh (eds)	12	4
Organizational Studies	<i>Organizational Culture,</i>	Peter J. Frost, Larry F. Moore, and Meryl Reis Louis (eds)	1	4
	<i>Reframing Organizational Culture</i>	Peter J. Frost, Larry F. Moore, and Meryl Reis Louis et al. (eds)	1	4
	<i>Cultural Knowledge in Organizations: Exploring the Collective Mind</i>	Sonja A. Sackmann	1	4
	<i>Trust in Organizations: Frontiers of Theory and Research</i>	Roderick M. Kramer and Tom R. Tyler (eds)	3	3
	<i>The Management of Ideas in the Creating Organization</i>	John E. Tropman	7	4
	<i>Age Works: What Corporate America Must Do to Survive the Graying of the Workforce</i>	Beverly Goldberg	8	3
Selling and Sales Management	<i>Managing the Big Sale: A Relational Approach to Marketing Strategies, Tactics and Selling</i>	John V. Crosby	4	1
	<i>Emerging Trends in Sales Thought and Practice</i>	Gerald J. Bauer, Mark S. Braunchalk, Thomas N. Ingram, and Raymond LaForge (eds)	6	2
	<i>Customer-Centered Selling: Eight</i>	Robert L. Jolles	9	2

	<i>Steps to Success From the World's Best Sales Force</i>			
	<i>Creating-in-House Sales Training And Development Programs: A Competency-Based Approach To Building Sales Ability.</i>	William J. Rothwell, Wesley E. Donahue, and John E. Park	12	1
	<i>The New Strategic Selling: The Unique Sales System Proven Successful By The World's Best Companies</i>	Stephen E. Heiman and Diane Sanchez with Tad Tuleja.	13	3
	<i>The New Conceptual Selling: The Most Effective And Proven Method For Face-to-Face Sales Planning</i>	Robert B. Miller and Stephen E. Heiman with Tad Tuleja.	13	3
	<i>Strategic Customer Management: Strategizing the Sales Organization</i>	Nigel F. Piercy and Nikala Lane	17	4
Product Strategy, Branding and Innovation	<i>World's Greatest Brands, An International Review</i>	<i>Interbrand</i>	3	1
	<i>Diffusion of Innovations</i>	Everett Rogers	3	4
	<i>How to Create Profitable New Products: From Mission to Market</i>	George Gruenwald	4	4
	<i>Leveraging the Corporate Brand</i>	James R. Gregory with Jack G. Wiechmann	5	4
	<i>Open Boundaries: Creating Business Innovation Through Complexity</i>	Howard Sherman and Ron Schultz	6	2
	<i>Advances In Business Marketing And Purchasing, Volume 10: Designing Winning Products</i>	A.G. Woodside, T. Liukko and A. Lehtonen (eds)	10	1
	<i>Use of Science and Technology in Business: Exploring the Impact of Using Activity for Systems, Organizations, and People</i>	Håkan Håkansson, Alexandra Waluszewski, Frans Prenekert, and Enrico Baraldi (eds)	18	3
Purchasing	<i>Advances in Business Marketing, Volume 2</i>	Arch Woodside	1	1
	<i>Advances in Business Marketing and Purchasing, Volume 5</i>	Arch Woodside (ed)	2	1
	<i>Strategic Industrial Sourcing: The Japanese Advantage</i>	Toshihiro Nishiguchi	2	3
	<i>Negotiation Basics: Concepts, Skills, and Exercises</i>	Ralph A. Johnson	3	1
	<i>Negotiation: Strategies for Mutual Gain: The Basic Seminar of the Program on Negotiation at Harvard Law School</i>	Lavinia Hall (ed)	3	1
	<i>Advances In Business Marketing And Purchasing, Volume 12.</i>	Arch Woodside (ed)	13	1
	<i>Developing Sourcing Capabilities, Creating Strategic Change in Purchasing and Supply Management</i>	Bjorn Axelsson, Frank Rozemeijer, and Finn Wynstra (eds)	15	1
Research and Methodology	<i>Envisioning Information</i>	Edward R. Tufte	1	1
	<i>Marketing Scales Handbook</i>	G. C. Bruner III and P. J. Hensel	1	4
	<i>Handbook of Marketing Scales</i>	W. O. Bearden, R. G. Netemeyer and M. F. Mobley	1	4
	<i>Social Network Analysis</i>	John Scott	2	1
	<i>Focus Groups: Theory and Practice</i>	David W. Stewart and Prem	2	1

		Shamdasani		
	<i>Qualitative Evaluation and Research Methods, 2nd edition</i>	Michael Quinn Patton	2	1
	<i>Designing Qualitative Research</i>	Catherine Marshall and Gretchen B. Rossman	2	1
	<i>Basics of Qualitative Research, Grounded Theory Procedures and Techniques</i>	Anselm Strauss and Juliet Corbin	2	1
	<i>Secondary Research—Information Sources and Methods, Second Edition</i>	David W. Stewart and Michael A. Kamins	2	3
	<i>Qualitative Data Analysis, Second Edition</i>	Matthew B. Miles and Michael A. Huberman	3	1
	<i>Handbook of Qualitative Research</i>	Norman K. Denzin and Yvonna S. Lincoln	3	1
	<i>Using Secondary Data in Marketing Research: United States and Worldwide</i>	Gordon L. Patzer	3	2
	<i>Visual Explanations: Image and Quantities, Evidence and Narrative</i>	Edward R. Tufte	4	1
	<i>Doing a Literature Review: Releasing the Social Science Research Imagination</i>	Chris Hart	6	3
	<i>Review Essay: Literature Reviews and Business-to-Business Marketing</i> by Gopalkrishnan R. Iyer  <i>Books Reviewed:</i> <i>Synthesizing Research: A Guide for Literature Reviews, 3rd edition, by Harris Cooper</i>  <i>Conducting Research Literature Reviews: From Paper to the Internet, by Arlene Fink</i>  <i>Evaluating Research Articles: From Start to Finish, by Ellen R. Girden</i>  <i>Integrating Results Through Meta-Analytic Review Using SAS Software, by Morgan C. Wang and Brad J. Bushman</i>		6	4
	<i>Handbook of Qualitative Research Methods in Marketing</i>	Russel Belk (ed)	15	4
	<i>Writing Marketing: Literary Lessons From Academic Authorities</i>	Stephen Brown	17	2
Strategy and Strategic Management	<i>Rethinking Business-to-Business Marketing</i>	Paul Sherlock	1	1
	<i>Market Driven Strategy: Processes for Creating Value</i>	George S. Day	1	2
	<i>Marketing Strategy: A Customer-Driven Approach</i>	Steven P. Schnaars	1	2
	<i>Competing Against Time: How Time-Based Competition Is Reshaping Global Markets</i>	George Stalk Jr. and Thomas Hout	1	2
	<i>Advances in Business Marketing, Vol. 4, 1990</i>	Arch G. Woodside (ed)	1	3
	<i>Thinking About Management</i>	Theodore Levitt	1	3

	<i>R&amp;D Cooperation Among Marketplace Competitors</i>	William J. Murphy	1	3
	<i>The Quest for Competitiveness: Lessons from America's Productivity and Quality Leaders</i>	Y. K. Shetty and Vernon M. Buehler (eds)	1	4
	<i>Entry Barriers and Market Entry Decisions: A Guide for Marketing Executives</i>	Fahri Karakaya and Michael Stahl	1	4
	<i>New Directions in Marketing—Business-to-Business Strategies for the 1990s</i>	Aubrey Wilson	2	2
	<i>Advances in Business Marketing and Purchasing, Volume 6</i>	Arch G. Woodside (ed)	3	1
	<i>Customer Centered Growth: Five Proven Strategies for Building Competitive Advantage</i>	Richard Whiteley and Diane Hessian	3	2
	<i>Marketing and Entrepreneurship: Research Ideas and Opportunities</i>	Gerald E. Hills (ed)	3	3
	<i>The Mission Statement Book: 301 Corporate Mission Statements from America's Top Companies</i>	Jeffrey Abrahams	3	4
	<i>Reinventing the Business: Preparing Today's Enterprise for Tomorrow's Technology</i>	Roy L. Harmon	4	1
	<i>Innovational Leadership Strategies for the Competitive Edge</i>	Thomas D. Kuczmariski	4	2
	<i>The Death and Life of the American Quality Movement</i>	Robert E. Cole (ed)	4	2
	<i>Why Firms Succeed: Choosing Markets and Challenging Competitors to Add Value</i>	John Kay	4	3
	<i>High Impact Consulting: How Clients and Consultants Can Leverage Rapid Results into Long-Term Gains</i>	Robert H. Schaffe	4	3
	<i>It's Not Rocket Science: Using Marketing to Build a Sustainable Business</i>	Mitchell Gooze with Jane Broida Drake	5	3
	<i>The Emerging High-Tech Consumer: A Market Profile and Marketing Strategy Implications</i>	Allan C. Reddy (ed)	5	3
	<i>Protecting Your Company Against Competitive Intelligence</i>	John J. McGonagle and Carolyn M. Vella	5	3
	<i>Smart Thinking for Crazy Times: The Art of Solving the Right Problems</i>	Ian Mitroff	6	1
	<i>The Food Industry Wars: Marketing Triumphs and Blunders</i>	Ronald D. Michman and Edward M. Mazze	6	1
	<i>Smart Business: How Knowledge Communities Can Revolutionize Your Company</i>	Dr. Jim Botkin	7	4
	<i>Strategies for Better Thinking: An Advanced Model for Organizational Performance Consultants</i>	Gerry H. Waller and Kathy A. Nielsen	7	4
	<i>Developing a Market Orientation</i>	Rohit Deshpande (ed)	8	2
	<i>Franchise Organizations</i>	Jeffery L. Bradach	8	2
	<i>Assessing the Business Environment: Guidelines for Strategists</i>	C.W. Roney	8	3

	<p><i>Review Essay: Knowledge Through Partnering: Business-to-Business Relationships in the Information Economy</i>, by Shaila M. Miranda and Bay O’Leary</p> <p><u>Books Reviewed:</u>  <i>Building Strategic Relationships</i>, by W. Bergquist, J. Betwee and D. Meuel</p> <p><i>Common Knowledge: How Companies Thrive by Sharing What They Know</i>, by N. Dixon</p> <p><i>The Knowing-Doing Gap: How Smart Companies Turn Knowledge into Action</i>, by J. Pfeffer and R. I. Sutton</p> <p><i>Intellectual Capital: The New Wealth of Organizations</i>, by T.A. Stewart</p>		9	3
	<p><i>Advances in Business Marketing and Purchasing, Volume 9: Getting Better at Sensemaking</i></p>	A.G. Woodside	10	1
	<p><i>Review Essay: Retail Changes and Their Effects on Business-to-Business Markets</i> by Jeanne Munger</p> <p><u>Books Reviewed:</u>  <i>The Emergence of Modern Retailing: 1750-1950</i>, edited by Nicholas Alexander and Gary Akehurst</p> <p><i>Strategic Marketing For Success In Retailing</i>, by A Coskun Samli</p> <p><i>A Stitch In Time: Lean Retailing And The Transformation Of Manufacturing—Lessons From The Apparel And Textile Industries</i>, by Frederick H. Abernathy, John T. Dunlop, Janice H. Hammond and David Weil</p> <p><i>Customers Rule! Why The E-Commerce Honeymoon Is Over And Where Winning Businesses Go From Here</i>, by Roger D. Blackwell and Kristina Stephan</p>		10	2
	<p><i>Gonzo Marketing: Winning Through Worst Practices</i>,</p>	Christopher Locke	10	3
	<p><i>Contract Theory</i></p>	Patrick Bolton and Mathias Dewatripont	13	2
	<p><i>Advances In Applied Business Strategy (Volume 8): Competence Perspectives On Managing Interfirm Interactions</i></p>	Ron Sanchez and Aimé Heene (eds)	13	4
	<p><i>Rethinking Marketing. Developing A</i></p>	Hakan Hakansson, Debbie	14	2



	<i>New Understanding Of Markets</i>	Harrison, and Alexandra Waluszewski (eds)		
	<i>Strategy as Practice—An Activity-Based Approach</i>	Paula Jarzabkowski	15	4
	<i>Strategic Innovation in Small Firms: An International Analysis of Innovation and Strategic Decision Making in Small to Medium Sized Enterprises</i>	Tim Mazzarol and Sophie Reboud (eds)	19	3
	<i>Current Research in Sustainability</i>	Grant Jones (ed)	20	3
	<i>The End of Corporate Social Responsibility: Crisis &amp; Critique</i>	Peter Fleming and Marc T. Jones	21	2
Miscellaneous	A Review of Book Reviews: Journal of Marketing Research and Journal of Marketing 1975-1990	<i>Compiled by J. David Lichtenthal</i>	1	1
	<i>Pushing the Numbers in Marketing: A Real-World Guide to Essential Financial Analysis</i>	David L. Rados	2	4
	<i>Penton Research Overview (PRO) Reports</i>		2	4
	<i>1997 American Manufacturers Directory</i>	<i>American Business Directories</i>	3	4
	<i>1997 American Big Business Directory</i>			
	<i>Reconnecting Marketing to Markets</i>	Luis Araujo, John Finch, & Hans Kjellberg	19	4