

# Journal of Marketing

January 2004  
Volume 68, Number 1

A Quarterly Publication of the  
American Marketing Association

Evolving to a New Dominant Logic for Marketing	1	Stephen L. Vargo & Robert F. Lusch
Invited Commentaries on "Evolving to a New Dominant Logic for Marketing"	18	George S. Day, John Deighton, Das Narayandas, Evert Gummesson, Shelby D. Hunt, C.K. Prahalad, Roland T. Rust, & Steven M. Shugan
Product Complements and Substitutes in the Real World: The Relevance of "Other Products"	28	Allan D. Shocker, Barry L. Bayus, & Namwoon Kim
First in, First out? The Effects of Network Externalities on Pioneer Survival	41	Raji Srinivasan, Gary L. Lilien, & Arvind Rangaswamy
Beyond Adoption: Development and Application of a Use-Diffusion Model	59	Chuan-Fong Shih & Alladi Venkatesh
Relationship Governance in a Supply Chain Network	73	Kenneth H. Wathne & Jan B. Heide
Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment	90	Neil A. Morgan, Anna Kaleka, & Constantine S. Katsikeas
Return on Marketing: Using Customer Equity to Focus Marketing Strategy	109	Roland T. Rust, Katherine N. Lemon, & Valarie A. Zeithaml
Internal Benefits of Service-Worker Customer Orientation: Job Satisfaction, Commitment, and Organizational Citizenship Behaviors	128	D. Todd Donovan, Tom J. Brown, & John C. Mowen
An Empirical Analysis of the Determinants of Retail Margins: The Role of Store-Brand Share	147	Kusum L. Ailawadi & Bari Harlam
Book Reviews	166	