

# Journal of Marketing

April 2004  
Volume 68, Number 2

A Quarterly Publication of the  
American Marketing Association

2003 Sheth Foundation/Journal of Marketing Award	iii	
Customer Portfolio Management: Toward a Dynamic Theory of Exchange Relationships	1	Michael D. Johnson & Fred Selnes
Antecedents and Consequences of the Service Climate in Boundary-Spanning Self-Managing Service Teams	18	Ad de Jong, Ko de Ruyter, & Jos Lemmink
Attention Capture and Transfer in Advertising: Brand, Pictorial, and Text-Size Effects	36	Rik Pieters & Michel Wedel
The Roles of Channel-Category Associations and Geodemographics in Channel Patronage	51	J. Jeffrey Inman, Venkatesh Shankar, & Rosellina Ferraro
"Listening In" to Find and Explore New Combinations of Customer Needs	72	Glen L. Urban & John R. Hauser
Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability	88	Stefan Wuyts, Shantanu Dutta, & Stefan Stremersch
When Is a Preannounced New Product Likely to Be Delayed?	101	Yuhong Wu, Sridhar Balasubramanian, & Vijay Mahajan
Market Orientation, Creativity, and New Product Performance in High-Technology Firms	114	Subin Im & John P. Workman Jr.



AMERICAN  
MARKETING  
ASSOCIATION