

Journal of Marketing

April 2007
Volume 71, Number 2

A Quarterly Publication of the
American Marketing Association

Sheth Foundation/Journal of Marketing Award	iii	
Harold H. Maynard Award	iv	
Marketing Science Institute/H. Paul Root Award	iv	
A Theory of Intraperson Games	1	Min Ding
The Influence of Corporate Messages on the Product Portfolio	12	Gabriel J. Biehal & Daniel A. Sheinin
Uphill or Downhill? Locating the Firm on a Profit Function	26	Murali K. Mantrala, Prasad A. Naik, Shrihari Sridhar, & Esther Thorson
Using Childhood Memories to Gain Insight into Brand Meaning	45	Kathryn A. Braun-LaTour, Michael S. LaTour, & George M. Zinkhan
Monitoring the Dynamics of Brand Equity Using Store-Level Data	61	S. Sriram, Subramanian Balachander, & Manohar U. Kalwani
Marketing Performance Measurement Ability and Firm Performance	79	Don O'Sullivan & Andrew V. Abela
Size and Share of Customer Wallet	94	Rex Yuxing Du, Wagner A. Kamakura, & Carl F. Mela
Multichannel Shopping: Causes and Consequences	114	Rajkumar Venkatesan, V. Kumar, & Nallini Ravishanker
Neglected Outcomes of Customer Satisfaction	133	Xueming Luo & Christian Homburg
Learning and Exit Behavior of New Entrant Discount Airlines from City-Pair Markets	150	Ashutosh Dixit & Pradeep K. Chintagunta
Marketing Communication Drivers of Adoption Timing of a New E-Service Among Existing Customers	169	Remco Prins & Peter C. Verhoef
Profiting from Partial Allowance of Ticket Resale	184	Xianjun Geng, Ruhai Wu, & Andrew B. Whinston
The Entry Strategy of Retail Firms into Transition Economies	196	Katrijn Gielens & Marnik G. Dekimpe