

Contents

<i>Preface</i>	vi
Introduction	1
1. The marketing firm	5
2. From consumer behaviour to corporate response	30
3. Methodology and measurement	40
4. Specification and interpretation	52
5. Corporate behaviour: the supply of wrapped impulse ice-cream	65
6. Reflections on 'the marketing firm'	103
7. Conclusions	118
<i>Appendix 1. Pre-structured case outline</i>	125
<i>Appendix 2. The case study protocol</i>	126
<i>Appendix 3. Coding scheme</i>	136
<i>Appendix 4. Data tables and commentary</i>	247
<i>Appendix 5. Reflections on 'the marketing firm'</i>	286
<i>References</i>	297
<i>Index</i>	305