

Value in Marketing

Retrospective and Perspective Stance

Edited by Marin A. Marinov

Contents

<i>List of Tables</i>	vii
<i>List of Figures</i>	viii
1 Value in Marketing: What Is It and Why Does It Matter?	1
MARIN A. MARINOV AND SVETLA MARINOVA	
2 The Concept of Consumer Value: Development, Implications, Trajectory	9
MORRIS B. HOLBROOK	
3 The Intra-Variable Perspective on Value Research: A Personal Documented View	42
RAQUEL SÁNCHEZ-FERNÁNDEZ AND MARTINA G. GALLARZA	
4 The Inter-Variable Perspective on Consumer Value Research: A Personal Documented View	90
MARTINA G. GALLARZA AND RAQUEL SÁNCHEZ-FERNÁNDEZ	
5 A Critical Review of the Value Concept in the International Marketing Context	126
SARDANA ISLAM KHAN, HO YIN WONG AND PARVES SULTAN	
6 The Value of Networks and Knowledge in the Internationalization Process of Firms: Challenges and Future Perspectives	145
KENT ERIKSSON AND ANGELIKA LINDSTRAND	
7 Value Co-Creation in Social Media Networks	163
SVETLA MARINOVA, JONAS EDUARSEN AND MARIN A. MARINOV	

vi *Contents*

**8 Value Creation in Context: A Value Chain Locus
Perspective** 180

SVETLA MARINOVA, SUSAN FREEMAN AND
MARIN A. MARINOV

List of Contributors 211
Index 216