

Volume 45, No. 2, June 2005

CONTENTS

Editorial - Brand Growth: Two Faces But One Soul

Bob Woodard, Vol. 45, No. 2, June 2005, pp.159-161

Advertising's Role in Capitalist Markets: What Do We Know and Where Do We Go from Here?

Gerard J. Tellis, Vol. 45, No. 2, June 2005, pp.162-170

In Search of True Brand Equity Metrics: All Market Share Ain't Created Equal

Thomas J. Reynolds and Carol B. Phillips, Vol. 45, No. 2, June 2005, pp.171-186

Brand Key Performance Indicators as a Force for Brand Equity Management

Joel Rubinson and Markus Pfeiffer, Vol. 45, No. 2, June 2005, pp. 187-197

Marketers Challenged to Respond to Changing Nature of Brand Building

Scot Davis, Vol. 45, No. 2, June 2005, pp. 198-200

Radical Brand Evolution: A Case-Based Framework

Bill Merrilees, Vol. 45, No. 2, June 2005, pp. 201-210

The Double Jeopardy Phenomenon and the Mediating Effect of Brand Penetration between Advertising and Brand Loyalty

Zhilin Yang, Zili Bi and Nan Zhou, Vol. 45, No. 2, June 2005, pp. 211-221

The Role of Brand Parity in Developing Loyal Customers

Rajesh Iyer and James A. Muncy, Vol. 45, No. 2, June 2005, pp. 222-228

How Behavioral Primacy Interacts with Short-Term Marketing Tactics to Influence Subsequent Long-Term Brand Choice

Arch G. Woodside and Mark D. Uncles, Vol. 45, No. 2, June 2005, pp. 229-240

A Look at the Long-run Effectiveness of Multimedia Advertising and Its Implications for Budget Allocation Decisions

Demetrios Vakratsas and Zhenfeng Ma, Vol. 45, No. 2, June 2005, pp. 241-254

Ten Years of Learning on How Online Advertising Builds Brands

Nigel Hollis, Vol. 45, No. 2, June 2005, pp. 255-268

Measuring Affective Advertising: Implications of Low Attention Processing on Recall

Robert Heath and Agnes Nairn, Vol. 45, No. 2, June 2005, pp. 269-281

Book Review: How Brands Become Icons: The Principles of Cultural Branding

Tony Adams, Vol. 45, No. 2, June 2005, pp. 282-283