

## Bibliografia

Aaker D.A., "The Value of Brand Equity", *Journal of Business Strategy*, Vol. 13, Issue 4, July/August 1992.

Aaker D.A., *Building strong brands*, The Free Press, New York, 1996.

Aaker D.A., Joachimsthaler E., *Brand leadership* (trad. ital. di Mortara A.), Franco Angeli, Milano, 2001.

Aaker J., "Dimensions of Brand Personality", *Journal of Marketing Research*, Vol. XXXIV, August 1997.

Alba J.W., Hutchinson J.W., "Dimensions of Consumer Expertise", *The Journal of Consumer Research*, Vol. 13, No. 4, March 1987.

Al-Sulaiti K., Baker M.J., "Country of origin effects: a literature review", *Marketing Intelligence & Planning*, Vol. 16, No. 3, 1998.

Arndt J., "Paradigms in Consumer Research: a Review of Perspectives and Approaches", *European Journal of Marketing*, Vol. 20, Issue 8, 1986.

Atkinson R.C., Shiffrin R.M., "Human Memory: A Proposed System and Its Control Processes", in Spence K.W., Spence J.T., eds., *The Psychology of Learning and Motivation: Advances in Research and Theory*, Vol. 2, Academic Press, New York, 1968.

Babin J.B., Darden W.R., Griffin M., "Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value", *The Journal of Consumer Research*, Vol. 20, No. 4, March 1994.

Baccarani C., a cura di, *Saggi sulla qualità nell'economia dell'impresa*, Cedam, Padova, 1995.

Baccarani C., "Sui sentieri della creatività", *Sinergie*, N. 64-65, Maggio-Dicembre 2004.

Barile S., Metallo G., *Le ricerche di mercato. Aspetti metodologici e applicativi*, Seconda edizione, Giappichelli, Torino, 2002.

Bateson J.E.G., Hoffman K.D., *Gestire il marketing dei servizi*, Apogeo, Milano, 2000.

Bearden W.O., Netemeyer R.G., *Handbook of Marketing Scales: Multi-item Measures for Marketing and Consumer Behavior Research*, Second Edition, SAGE Publications, Thousand Oaks (CA), 1999.

Berthon P., Ewing M., Hah L.L., “Captivating company: dimensions of attractiveness in employer branding”, *International Journal of Advertising*, Vol. 24, Issue 2, 2005.

Bertoli G., Busacca B., “Co-branding e valore della marca”, paper presentato al Congresso Internazionale *Marketing Trends*, Università Ca’ Foscari, Venezia, 28-29 Novembre 2003.

Bettman J.R., “Memory Factors in Consumer Choice: A Review”, *Journal of Marketing*, Vol. 43, Spring 1979.

Bitner M.J., “Servicescapes: The Impact of Physical Surroundings on Customers and Employees”, *Journal of Marketing*, Vol. 56, April 1992.

Bluman A.G., *Elementary Statistics. A Step by Step Approach*, McGraw-Hill, New-York, 2004.

Borden N.H., “The Concept of Marketing Mix”, *Journal of Advertising Research*, Supplement, Vol. 24 Issue 4, September 1984.

Braun-LaTour K. A., LaTour M.S., Zinkhan G.M.. “Using Childhood Memories to Gain Insight into Brand Meaning”, *Journal of Marketing*, Vol. 71, Issue 2, April 2007.

Brunetti F., Testa F., Ugolini M., “Il cliente nell’agenzia viaggi”, *Sinergie*, n. 66, Gennaio-Aprile 2005.

Busacca B., *L’analisi del consumatore. Sviluppi concettuali e implicazioni di marketing*, Egea, Milano, 1990.

Bush A.J., “An Assessment of the Mall Intercept as a Data Collection Method”, *Journal of Marketing Research*, Vol. XXII, Issue 2, May 1985.

Chisnall P.M., *Le ricerche di marketing*, McGraw-Hill, Milano, 1990.

Collesei U., *Marketing*, Cedam, Padova, 1989.

Corigliano G., *Marketing. Strategie e tecniche*, Sesta Edizione, Etas, Milano, 1999.

Crosby L.A., Johnson S.L., “Beyond Brand Awareness”, *Marketing Management*, Vol. 12, Issue 3, May/June 2003.

Dalli D., Romani S., *Il comportamento del consumatore. Acquisti e consumi in una prospettiva di marketing*, Seconda edizione, Franco Angeli, Milano, 2003.

Deming E.W., *L'impresa di qualità*, Isedi, Torino, 1989.

Dickinson R., Herbst A., O'Shaughnessy J., "Marketing Concept and Customer Orientation", *European Journal of Marketing*, Vol. 20, Issue 10, 1986.

Fabris G., Minestrone L., *Valore e valori della marca. Come costruire e gestire una marca di successo*, Franco Angeli, Milano, 2004.

Farquhar P.H., "Managing Brand Equity", *Journal of Advertising Research*, Vol. 30, Issue 4, August/September 1990.

Fiorio C., Napolitano E.M., Visconti L.M., a cura di, *Stili migranti*, I quaderni di Welcome Marketing\_Etnica, Biella, 2007.

Fishbein M., Ajzen I., "Attitudes and Opinions", *Annual Review of Psychology*, Vol. 23, 1972.

Fornari E., *Economia della marca commerciale. Le dimensioni del branding distributivo*, Egea, Milano, 2007.

Franch M., Panati G., *Marketing e impresa*, Cedam, Padova, 1987.

Fiocca R., *Marketing*, McGraw-Hill, Milano, 1999.

Galgano A., *La qualità totale*, Il Sole 24 Ore, Milano, 1990.

Gerber-Nel C., *Determination of the brand equity of the provincial, regional and national rugby teams of South Africa*, PhD thesis, University of South Africa, 2004.

Giaretta E., *Business Ethics e scelte di prodotto*, Cedam, Padova, 2000.

Golinelli G.M., *L'approccio sistemico al governo d'impresa*, Vol. I, Cedam, Padova, 2000.

Grandinetti R., "Il rapporto tra produzione e consumo in una prospettiva storica", in Grandinetti R., a cura di, *Marketing. Mercati, prodotti e relazioni*, Carocci editore, Roma, 2008.

Greenberg P., *CRM: Customer Relationship Management* (edizione italiana a cura di Signori P.), Apogeo, Milano, 2001.

Guatri L., Vicari S., Fiocca R., *Marketing*, McGraw-Hill, Milano, 1999.

Hanby T., "Brands – Dead or Alive?", *International Journal of Market Research*, Vol. 41, N. 1, 1999.

Hellebusch S.J., "Survey may not measure true awareness", *American Marketing Association News*, 27 September 1999.

Herbig P.A., *Marketing interculturale*, Apogeo, Milano, 2003.

Hieronimus F., Shaefer K., Schröder J., "Using branding to attract talent", *The McKinsey Quarterly*, No. 3, 2005.

Hirschman E.C., Holbrook M.B., "Hedonic Consumption: Emerging Concepts, Methods and Propositions", *Journal of Marketing*, Vol. 46, Summer 1982.

Holbrook M.B., Hirschman E., "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings and Fun", *The Journal of Consumer Research*, No. 9, September, 1982.

ICE, *Sud Africa. Rapporto Paese*, I semestre 2006.

ICE Johannesburg, *Sud Africa. Un'economia emergente dalle grandi prospettive*, Edizione 2005-2006.

ICE Johannesburg, "Sud Africa – La grande distribuzione", <http://www.ice.gov.it>.

ICE Johannesburg, *Repubblica Sudafricana. Congiuntura economica*, gennaio 2007.

Juran J.M., *La perfezione possibile*, IPSOA, Milano, 1989.

Juran J.M., *Juran on Quality by Design. The New Steps for Planning Quality into Goods and Services*, The Free Press, New York, 1992.

Kapferer J.N., *Re-inventare la marca. Potranno le grandi marche sopravvivere al nuovo mercato?*, Franco Angeli, Milano, 2002.

Kapferer J.-N., *The new strategic brand management*, Kogan Page, London, 2004.

Kapferer J.N., Thoenig J.C., *La marca. Motore della competitività delle imprese e della crescita dell'economia* (edizione italiana a cura di Deichmann M.), Centromarca-Guerini e Associati, Milano, 1991.

Keller K.L., "Building Customer-Based Brand Equity", *Marketing Management*, Vol. 10 Issue 2, July/August 2001.

Keller K.L., "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity", *Journal of Marketing*, Vol. 57, January 1993.

Kelly E.T., "Neo-Dada: A Critique of Pop Art", *Art Journal*, Vol. 23, No. 3, Spring 1964.

Kerin R.A., Hartley S.W., Berkowitz E.N., Rudelius W., *Marketing* (edizione italiana a cura di Pellegrini L.) McGraw-Hill, Milano, 2007.

Klein N., *No Logo*, Baldini Castoldi Dalai Editore, Milano, 2001.

Kotler Ph., *Marketing Management. The Millennium Edition*, Prentice Hall International, London, 2000.

Kotler Ph., Scott W.G., *Marketing Management*, Settima edizione, Isedi-Prentice Hall International, Torino, 2002.

Lambin J.-J., *Marketing strategico e operativo. Market-driven management*, McGraw-Hill, Milano, 2000.

Laurent G., Kapferer J.N., Roussel F., “The underlying structure of brand awareness scores“, *Marketing Science*, Vol. 14, No. 3, 1995.

Levitt T., “Marketing Myopia“, *Harvard Business Review*, July/August 1960.

Levitt T., “Marketing success through differentiation – of anything“, *Harvard Business Review*, January/February 1980.

Malhotra N.K., *Marketing Research. An applied orientation*, International Edition, Forth edition, Pearson-Prentice Hall, Upper Saddle River (NJ), 2004.

Marino A., *Marketing sistemico e valorizzazione esterna d'impresa*, Cedam, Padova, 2006.

Mearns W., “The importance of being branded“, *University of Auckland Business Review*, Spring 2007.

Michaels A., “Outside Edge: Starbucks bows to Italy's barista“, *Financial Times*, 26 December 2007.

Molteni L., Troilo G., *Ricerche di marketing*, McGraw-Hill, Milano, 2007.

Moore E.S., Wilkie W.L., Lutz R.J., “Passing the Torch: Intergenerational Influences as a Source of Brand Equity“, *Journal of Marketing*, Vol. 66, Issue 2, April 2002.

Mortara A., “La dimensione etica della marca: opportunità o limite?“, Convegno *Marketing Trends*, Ecole Supérieure de Commerce de Paris ESCP-EAP, 21-22 gennaio 2005.

Niss H., “Country of origin marketing over the product life cycle: A Danish case study“, *European Journal of Marketing*, Vol. 30, No 3, 1996.

Noel H., "The Spacing Effect: Enhancing Memory for Repeated Marketing Stimuli", *Journal of Consumer Psychology*, Vol. 16, Issue 3, 2006.

Orend-Cunningham A., "Corporate Logo Tattoos: Literal Corporate Branding?", *Consumer, Commodities & Consumption* (newsletter of the Consumer Studies Research Network), Vol. 5, No. 1, December 2003.

Pallant J., *SPSS Survival Manual*, Second Edition, Open University Press, McGraw-Hill, Berkshire (UK), 2006.

Parasuraman A., Zeithaml V., Berry L., "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research", *Journal of Marketing*, Vol. 58, 1994.

Park C.W., Assael H., Chaib S., "Mediating effects of trial and learning on involvement-associated characteristics", *The Journal of Consumer Marketing*, Vol. 4, No. 3, Summer 1987.

Pharr J.M., "Synthesizing country-of-origin research from the last decade: is the concept still salient in an era of global brands?", *Journal of Marketing*, Fall 2005.

Pine J.B., Gilmore J.H., *The Experience Economy*, Harvard Business School Press, Boston, 1999.

Pratesi C.A., Mattia G., *Branding. Strategia, organizzazione, comunicazione e ricerche per la marca*, McGraw-Hill, Milano, 2006.

Quartapelle A.Q., *Customer satisfaction. Conquistare la fedeltà del cliente con il marketing dei servizi*, Mc-Graw-Hill, Milano, 1994.

Ries A., Trout J., *Positioning: The Battle for Your Mind*, McGraw-Hill, New York, 1981.

Robertson K., "Strategically Desirable Brand Name Characteristics", *Journal of Consumer Marketing*, Fall 1989.

Romaniuk J., "Brand attributes – 'distribution outlets' in the mind", *Journal of Marketing Communications*, Vol. 9, 2003.

Rossiter J.R., Percy L., "Advertising Communication Models", *Advances in Consumer Research*, Vol. 12, Issue 1, 1985.

Rottenstreich Y., Sood S., Brenner L., "Feeling and Thinking in Memory-Based versus Stimulus-Based Choices.", *Journal of Consumer Research*, Vol. 33, Issue 4, March 2007.

SAARF, *The SAARF AMPS Living Standards Measure. Technical Report*, 2007.

Schiffman L.G., Kanuk L.L., *Consumer Behavior*, 8th Edition, Pearson Prentice-Hall, Upper Saddle River (NJ), 2004.

Schmitt B.H., *Experiential Marketing*, The Free Press, New York, 1999.

Simeoni F., Testa F., Ugolini M., "Quality in the Complex Socio-Health Services. The Alzheimer Case and the Creation of a Network Among the Involved Subjects", *Proceedings from the 8th Toulon-Verona Conference Quality in Services. Higher Education, Health Care, Local Government*, University of Palermo, 8-9 September 2005.

Simon H.A., "Theories of Decision-Making in Economics and Behavioral Science", *The American Economic Review*, Vol. 49, No. 3, June 1959.

Simonson I., Carmon Z., Dhar R., Drolet A., Nowlis S.M., "Consumer Research: In Search of Identity", *Annual Review of Psychology*, No. 52, 2001.

Solomon M.R., Stuart E.W., Carson A., Smith J.B., *Marketing. Real People, Real Decisions*, Updated First Canadian Edition, Pearson Education Canada Inc., Toronto, 2003.

Srinivasan V., Park C.S., Chang D.R., "An Approach to the Measurement, Analysis, and Prediction of Brand Equity and Its Sources", *Management Science*, Vol. 51, No. 9, September 2005.

Sudman, S., "Improving the quality of shopping center sampling", *Journal of Marketing Research*, Vol. 27, 1980.

Swinyard W.R., "The Effects of Mood, Involvement, and Quality of Store Experience on Shopping Intentions", *The Journal of Consumer Research*, No. 2, September 1993.

Tedeschi M., *Il processo decisionale del consumatore. Effetti di contesto e implicazioni di marketing*, Franco Angeli, Milano, 2000.

Testa F., *Aspetti manageriali della transizione al mercato nelle public utilities locali*, Cedam, Padova, 2001.

Testa F., *La carta dei servizi: uno strumento per la qualità nell'università*, Cedam, Padova, 1996.

Interbrand, "Brand Valuation", in *The Economist*, ed., *Brands and Branding*, Bloomberg Press, Princeton (NJ), 2004.

Ugolini M., *Un approccio di business management per la gestione del reparto ospedaliero*, Giuffrè Editore, Milano, 2004

Ugolini M., “An educational research programme to improve quality in Day Surgery”, *Proceedings from the 9<sup>th</sup> Toulon-Verona Conference Excellence in Services*, University of Paisley, 7-8 September 2006.

Underhill P., *Shopping mania. La scienza dello shopping*, Sperling & Kupfer Editori, Milano, 2006.

Valdani E., Bertoli G., *Mercati internazionali e marketing*, Egea, Milano, 2003.

Van der Berg S., Burger R., Louw M., Yu D., “Trends in poverty and inequality since the political transition”, *Stellenbosch Economic Working Papers*, No. 1, 2005.

Vicari S., a cura di, *Brand equity: il potenziale generativo della fiducia*, Egea, Milano, 1995.

Vicari S., Fiocca R., *Marketing*, McGraw-Hill, Milano, 1999.

Wendell R.S., “Product differentiation and market segmentation as alternative marketing strategies”, *The Journal of Marketing*, July 1956.

Zeithaml V.A., Parasuraman A., Berry L.L., *Servire qualità*, McGraw-Hill, Milano, 1991.

## *Sitografia*

[www.etymonline.com](http://www.etymonline.com)

[www.ferrariworld.com](http://www.ferrariworld.com)

[www.ferrero.it](http://www.ferrero.it)

[www.ice.gov.it](http://www.ice.gov.it)

[www.illy.com](http://www.illy.com)

[www.marketingpower.com](http://www.marketingpower.com)

[www.oed.com](http://www.oed.com)