## Editorial

1		Transformative Marketing: The Next 20 Years V. Kumar Citation   Full Text   PDF (232 KB)	
13		Reflections on "Transformative Marketing: The Next 20 Years" Robert Meyer Citation   Full Text   PDF (50 KB)	
15		A Commentary on "Transformative Marketing: The Next 20 Years" Rajan Varadarajan Citation   Full Text   PDF (498 KB)	
Research Article			
19		Offerings as Digitalized Interactive Platforms: A Conceptual Framework and Implications Venkat Ramaswamy and Kerimcan Ozcan Abstract   Full Text   PDF (170 KB)   Supplemental Material	
32		Sales-to-Marketing Job Transitions Jeff S. Johnson and Joseph M. Matthes Abstract   Full Text   PDF (676 KB)	
49		Marketing Channel Management by Multinational Corporations in Foreign Markets Rajdeep Grewal, Amit Saini, Alok Kumar, F. Robert Dwyer and Robert Dahlstrom Abstract   Full Text   PDF (841 KB)   Supplemental Material	
70		Do Consumers Always Spend More When Coupon Face Value is Larger? The Inverted U- Shaped Effect of Coupon Face Value on Consumer Spending Level He (Michael) Jia, Sha Yang, Xianghua Lu and C. Whan Park Abstract   Full Text   PDF (754 KB)   Supplemental Material	
86		Video Content Marketing: The Making of Clips Xuan Liu, Savannah Wei Shi, Thales Teixeira and Michel Wedel Abstract   Full Text   PDF (802 KB)   Supplemental Material	
102		In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field Dhruv Grewal, Carl-Philip Ahlbom, Lauren Beitelspacher, Stephanie M. Noble and Jens Nordfält Abstract   Full Text   PDF (621 KB)   Supplemental Material	
127		Specialist Competitor Referrals: How Salespeople Can Use Competitor Referrals for Nonfocal Products to Increase Focal Product Sales Simon J. Blanchard, Mahima Hada and Kurt A. Carlson Abstract   Full Text   PDF (725 KB)   Supplemental Material	