

References

- Aaker, D.A. (1984), "Product quality: an important strategic weapon", *Business Horizons*, March-April, pp. 40-43.
- Aaker, D.A. (1991), "Managing brand equity: capitalizing on the value of a brand name", The Free Press, New York, NY.
- Alexander, R.S. (1964), "The death and burial of sick products", *Journal of Marketing*, Vol. 28, April, pp. 1-7.
- Atuahene-Gima, K. (1997), "Adoption of new products by the sales force: the construct, research propositions, and managerial implications", *Journal of Product Innovation Management*, Vol. 14, pp. 498-514.
- Avlonitis, G. (1980), "An exploratory investigation of the product elimination decision-making process in the UK engineering industry", Unpublished Ph.D. Thesis, Glasgow, Scotland: University of Strathclyde.
- Avlonitis, G.J. (1982), "Problem situations evoking the product elimination decision", *The Industrial Market. Assessment of Marketing Thought And Practice*, pp. 238-41.
- Avlonitis, G.J. (1983), "The product elimination decision and strategies", *Industrial Marketing Management*, Vol. 12, pp. 31-43.
- Avlonitis, G.J. (1984), "Industrial product elimination: major factors to consider", *Industrial Marketing Management*, Vol. 13, May, pp. 77-85.
- Avlonitis, G.J. (1985a), "Product elimination decision making: does formality matter?", *Journal of Marketing*, Vol. 49, pp. 41-52.
- Avlonitis, G.J. (1985b), "Revitalising weak industrial products", *Industrial Marketing Management*, Vol. 14, May, pp. 93-108.
- Avlonitis, G.J. (1986), "The identification of weak industrial products", *European Journal of Marketing*, Vol. 20 No. 10, pp. 24-42.
- Avlonitis, G.J. (1990), "Project dropout: product elimination and product life cycle concept", *European Journal of Marketing*, Vol. 24, pp. 55-67.
- Avlonitis, G.J. (1993), "Project dropout: what factors do managers consider in deciding whether to drop a project?", *European Journal of Marketing*, Vol. 27, pp. 35-57.
- Avlonitis, G.J. and James, B.G.S. (1982), "Some dangerous axioms of product

- elimination decision-making”, *European Journal of Marketing*, Vol. 16, No. 1, pp. 36-48.
- Ayres, R.U. and Steger, W.A. (1985), “Rejuvenating the life cycle concept”, *The Journal of Business Strategy*, Vol. 6, pp. 66-76.
- Baker, M. J. and Hart, S.J. (1999), *Product strategy and management*. Prentice Hall Europe.
- Banville, G.R. and Pletcher, B. (1974), “The product elimination function”, *Journal of Academy of Marketing Science*, Vol. 2, pp. 432-446.
- Bayus, B.L. (1994), “Are product life cycles really getting shorter?”, *Journal of Product Innovation Management*, Vol. 11, pp. 300-8.
- Bayus, B.L. and Putsis, W.P. (1999), “Product proliferation: an empirical analysis of product line determinants and market outcomes”, *Marketing Science*, Vol. 18, No. 2, pp. 137-53.
- Berenson, C. (1963), “Pruning the product line”, *Business Horizons*, Vol. 6, Summer, pp. 63-78.
- Berry, L.L. and Hensel, J.S. (1974), “Why do some new bank products fail?”, in Berry, L.L. and Capaldini, L.A. (Eds), *Marketing for the Bank Executive*, Leviathan House, London.
- Boatwright, P. and Nunes, J.C. (2001), “Reducing assortment: an attribute-based approach”, *Journal of Marketing*, Vol. 65, pp. 50-63.
- Borin, N. and Ferris, P. (1990), “An empirical comparison of direct product profit and existing measures of SKU productivity”, *Journal of Retailing*, Vol. 66, pp. 297-314.
- Broniarczyk, S.M., Hoyer, W.D., and McAlister, L. (1998), “Consumers’ perceptions of the assortment offered in a grocery category: The Impact of Item Reduction”, *Journal of Marketing Research*, Vol. 35, pp. 166-176.
- Brouwers, W.C.J. and Stevels, A.L.N. (1997), “A cost model for the end of life stage of electronic consumer goods”, *Greener Management International*, Spring, No. 17, pp. 129-40.
- Buzzell, R.D., (1966) “Competitive behavior and product life cycles.” In *New Ideas for Successful Marketing*, ed. J. Wright & J.L. Goldstucker, pp. 46–68. Chicago: American Marketing Association.

- Calantone, R.J., Di Benedetto, C.A., and Schmidt, J.B. (1999), "Using the analytic hierarchy process in new product screening", *Journal of Product Innovation Management*, Vol. 16, pp. 65-76.
- Carlisle, J. and Parker, R. (1989), "Beyond negotiation: redeeming customer-supplier relationships", John Wiley and Sons, Chichester.
- Cook, M. (2001), "The complexity of managing complexity", *Transportation & Distribution*, Vol. 42, pp. 28-32.
- Copulsky, W. (1976), "Cannibalism in the Marketplace", *Journal of Marketing*, October, pp. 103-05.
- Davies, M. (2001), "Adaptive AHP: a review of marketing applications with extensions", *European Journal of Marketing*, Vol. 35, pp. 872-893.
- Day, G.S. (1981), "The product life cycle: analysis and application issues", *Journal of Marketing*, Fall, pp. 60-67.
- Dowling, G.R. (1996), "Product life cycle traps: strategic planning and shortening PLCs", *The Journal of Brand Management*, Vol. 4 No. 2, pp. 119-32.
- Drèze, X., Hoch, S.J., and Purk M.E. (1994), "Shelf management and space elasticity", *Journal of Retailing*, Vol. 70 No. 4, pp. 301-26.
- Dudick, T.S. (1989), "Pricing strategies for manufacturers", *Management Accounting*, Vol. 71, pp. 30-35.
- Eckles, R.W. (1971), "Product line deletion and simplification: Tough But Necessary Decisions", *Business Horizons*, October, pp. 71-74.
- ECR Europe (1997), "Category management best practices report", Roland Berger & Partners and The Partnering Group, Brussels.
- Ehrenberg, A.S.C. (1988), *Repeat Buying*, 2nd ed., Charles Griffin & Co. Ltd, London.
- Gadde, L. and Snehota, I. (2000), "Making the most of supplier relationships", *Industrial Marketing Management*, Vol. 29, pp. 350-316.
- Green, P.E. and Krieger, A.M. (1987), "A consumer-based approach to designing product line extensions", *Journal of Product Innovation Management*, Vol. 4, pp. 21-32.
- Gupta, Y.P. (1987), "Technical paper: a theoretical model for product elimination decisions", *International Journal of Operation & Production Management*, Vol. 7, pp. 59-68.

- Hammelman, P.H. and Mazze, E.M. (1972), "Improving product abandonment decisions", *Journal of Marketing*, Vol. 36, April, pp. 20-26.
- Hardle, B., Lodish, L., Kilmer, J., Beatty, D., et al (1994), "The logic of product-line extensions", *Harvard Business Review*, Vol. 72, November-December, pp. 53-62.
- Harness, D.R., Marr, N.E., and Goy, T. (1998), "The identification of weak products revisited", *Journal of Product and Brand Management*, Vol. 7, No. 4, pp. 319-335.
- Hart, S.J. (1987), "An exploratory investigation of the product elimination decision in British manufacturing industry", Unpublished PhD thesis, University of Strathclyde.
- Hart, S.J. (1988), "The causes of product elimination in British manufacturing companies", *Journal of Marketing Management*, Vol. 3, No. 2, pp. 328-343.
- Hart, S.J. (1989), "Product deletion and the effects of strategy", *European Journal of Marketing*, Vol. 23 No. 10, pp. 6-17.
- Heskett, J. (1976), *Marketing*, Macmillan, New York, NY, pp. 581.
- Hise, R.T. and McGinnis, M.A. (1975), "Product eliminations: practices policies and ethics", *Business Horizons*, Vol. 18, June, pp. 25-32.
- Hise, R.T., Parasuraman, A., and Viswanathan, R. (1984), "Product elimination: the neglected management responsibility", *Journal of Business Strategy*, Vol. 4, pp. 56-63.
- Ittner, C.D., Lanen, W.N., and Larcker, D.F. (2002), "The association between activity-based costing and manufacturing performance", *Journal of Accounting Research*, Vol. 40, pp. 711-726.
- Johnson, C.R. (1980), "Constructive critique of a hierarchical prioritization scheme employing paired comparisons", In *Processing of the International Conference of Cybernetics and Society of the IEEE*, Cambridge, MA: Institute of Electrical Engineers.
- Kekre, S. and Srinivasan, K. (1990), "Broader product line: a necessity to achieve success?", *Management Science*, Vol. 36, No. 10, pp. 1216-1231.
- Kerin, R.A., Harvey, M.G. and Rothe, J.T. (1978), "Cannibalism and new product development", *Business Horizons*, October, pp. 25-31.
- Kotler, P. (1965), "Phasing out weak products", *Harvard Business Review*, March-April, pp. 107-118.

- Kratchman, S.H., Hise R., and Ulrich, T. (1975), "Management's decision to discontinue a product", *The Journal of Accountancy*, Vol. 139, No. 6, pp. 50-54.
- Lambert, D.M. and Sterling, J.U. (1988), "Identifying and Eliminating Weak Products", *Business*, Vol. 38, Jul-Sep, pp. 3-10.
- Lessner, J.A. (1991), "Traps to avoid in product costing", *Journal of Accountancy*, Vol. 172, pp. 87-88.
- Loken, B. and John, D.R. (1993), "Diluting brand beliefs: when do brand extensions have a negative impact?", *Journal of Marketing*, Vol. 57, July, pp. 71-84.
- Lomax, W., Hammond, K., East, R., and Clemente, M. (1997), "The measurement of cannibalization", *Journal of Product and Brand Management*, Vol. 6, No. 1, pp. 27-39.
- Marcus, M. and Minc, H. (1988), *Introduction to linear algebra*, Dover, New York, NY.
- Mason, C.H. and Milne, G.R. (1994), "An approach for identifying cannibalization within product line extensions and multi brand strategies", *Journal of Business Research*, Vol. 31, pp. 163-70.
- Mitchell, V. and Paravassiliou, V. (1997), "Exploring consumer confusion in the watch market", *Marketing Intelligence & Planning*, Vol. 15, pp. 164-172.
- Mitchell, V. and Paravassiliou, V. (1999), "Marketing causes and implications of consumer confusion", *Journal of Product and Brand Management*, Vol. 8, pp. 319-39.
- Nijssen, E.J. (1999), "Success factors of line extensions of fast-moving consumer goods", *European Journal of Marketing*, Vol. 33, pp. 450-469.
- Parkan, C. and Wu, M-L. (2000), "Comparison of three modern multicriteria decision-making tools", *International Journal of Systems Science*, Vol. 31, pp. 497-517.
- Pastore, J.M. (2000), "When pruning the product line, beware", *The Westchester County Business Journal*, Vol. 39, pp. 4-6.
- Quelch, A. and Kenny, D. (1994), "Extend profits, not product lines", *Harvard Business Review*, Vol. 72, September-October, pp. 153-60.
- Radhakrishnan, S. and Srinidhi, B. (1997), "Avoiding the death spiral: a case for activity-based costing", *Journal of Cost Management*, Vol. 10, pp. 19-24.
- Reddy, S.K., Holak, S. and Bhat, S. (1994), "To extend or not extend: success

- determinants of line extensions”, *Journal of Marketing Research*, Vol. 31, May, pp. 243-62.
- Robison, J.A. (2001), “Inventory profile analysis: an aggregation technique for improving customer service while reducing inventory”, *Journal of Production and Inventory Management*, Vol. 42, pp. 8-13.
- Saaty, T.L. (1977), “A scaling method for priorities in hierarchical structures”, *Journal of Mathematical Psychology*, Vol. 15, pp. 234-281.
- Saaty, T.L. (1980), *The Analytic Hierarchy Process*, McGraw-Hill Book Co., New York, NY.
- Saaty, T.L. (1986), “Axiomatic foundation of the analytic hierarchy process”, *Management Science*, Vol. 32, pp. 841-855.
- Saaty, T.L. (1991), “How to make a decision: the analytic hierarchy process”, *European Journal of Operation Research*, Vol. 48, pp. 9-26.
- Saaty, T.L. (1994), “Highlights and critical points in the theory and application of the analytical hierarchy process”, *European Journal of Operation Research*, Vol. 74, pp. 426-447.
- Saunders, J. and Jobber, D. (1994), “Product replacement: strategies for simultaneous product deletion and launch”, *Journal of Product Innovation Management*, Vol. 11, pp. 433-450.
- Smith, D.C. (1992), “Brand extensions and advertising efficiency: what can and cannot be expected”, *Journal of Advertising Research*, November/December, pp. 11-20.
- Smith, D.C. and Park, C.W. (1992), “The effects of Brand extensions on market share and advertising efficiency”, *Journal of Marketing Research*, Vol. 29, pp. 296-313.
- Sproles, G.B. (1986), “A methodology for profiling consumers’ decision-making styles”, *Journal of Consumer Affairs*, Vol. 86, pp. 267-79.
- Steinby, C. (2002), “ECR and category management- supplier's and distributor's joint effort to understand the empowered customer”, *The 18th Annual IMP Conference*, ESC Dijon, France, conference paper.
- Tauber, E.M. (1988), “Brand leverage: strategy for growth in a cost-control world”, *Journal of Advertising Research*, Vol. 28, pp. 26-30.
- Vyas, N.M. (1993), “Industrial product elimination decisions: some complex issues”,

- European Journal of Marketing, Vol. 27 No. 4, pp. 58-76.
- Wansink, B. and Huffman, C. (2001), "Revitalizing mature packaged goods", *Journal of Product and Brand Management*, Vol. 10, pp. 228-242.
- Wind, Y. (1982), *Product policy: concepts, methods, and strategy*, Addison – Wesley, USA.
- Worthing, P.M. (1971), "The assessment of product deletion decision indicators", in Schreiber, T.J. and Madeo, L.A. (Eds), *Fortran Application in Business Administration*, Graduate School of Business Administration, University of Michigan.
- Yentis, A. and Bond, J. (1995), "Andrex comes out of the closet: a case history", *Marketing and Research Today*, May, pp. 104-13.
- Zeithaml, V.A. (1988), "Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 No. 4, pp. 2-22.
- Zenor, M.J. and Zerrillo, P.C. (1995), "Category management and its applicability to business markets: issues and outlook", Institute for the Study of Business Markets, working paper.