Editorial

Alexander Zauner

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Dear Sir or Madam,

The second issue (50/2) of **der markt**, with its new subtitle '**International Journal of Marketing**', comprises four articles and one book review. The articles cover a very broad range of marketing topics, which underlines the strategic repositioning of the journal.

The issue begins with a piece of empirical research by Heribert Gierl and Karin Stiegelmayr (Universität Augsburg). The authors examine the effects of a new product launch on the market share of pre-existing products. Hence, the article discusses the relationship between the position of a new product and the position of established market offerings over time. To respond to the research question at hand, the authors analyzed extant literature and conducted several studies between 2005 and 2010, with more than 3,600 participants. Based on the empirical results, interesting and challenging findings are derived. Moreover, the authors provide implications for research and practice. The second article, by Torsten J. Gerpott and Ilknur Bicak (Universität Duisburg-Essen), concentrates on marketing activities targeted towards consumers with migration background. Presently, little research on the topic of ethnic marketing exists in Austria, Germany and Switzerland. For that reason, the article examines previous research, predominantly from the US, and draws conclusions for marketers in German-speaking countries. The third article, by Christopher Zerres and Reinhard Hünérberg (Universität Kassel), discusses the influence of price knowledge and search efforts on the perceived benefits of promotions, from a customer perspective. The empirical research analyzes data from 1,362 car

buyers using structural equation modeling. Overall, positive effects of the aforementioned constructs are detected. Moreover, Zerres and Hünérberg offer several implications and directions for future research based on the findings of the study. In the fourth article of this issue, Katharina Hutter and Stefan Hoffmann (Technische Universität Dresden) shed light on the innovative and controversial concept of guerilla marketing. Tools and instruments related to this form of marketing, such as mosquito, ambush, viral, buzz, ambient and sensation marketing are discussed. Thus, the authors describe and structure the phenomenon of guerilla marketing and critically discuss possible implications. In addition, an approach for estimating the effects of guerilla marketing is developed and empirically tested. This issue of **der markt—International Journal of Marketing** concludes with a book review of a publication written by Todd A. Mooradian, Kurt Matzler and Lawrence J. Ring. The book offers a highly applied decision-making framework for solving contemporary marketing problems.

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If you are interested in publishing your work in **der markt—International Journal of Marketing**, please contact alexander.zauner@wu.ac.at.

A. Zauner (✉)
Institut für Marketing-Management, WU Wien,
Augasse 2-6, 1090 Vienna, Austria
e-mail: alexander.zauner@wu.ac.at