Editorial

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Dear Sir or Madam,

This issue (50/3) of **der markt—International Journal of Marketing**, consists of four articles and one book review. The articles cover a very broad range of marketing topics, which underlines the positioning of **der markt** as a broad-based journal of the marketing discipline that encourages alternative, unconventional and innovative thinking. Marketing scientists inside and outside of universities, students, alumni as well as practitioners find elaborated and practical-orientated solutions concerning marketing issues.

The issue begins with a piece of research by Manfred Bruhn (University Basel) and Marcus Stumpf (FH Salzburg). The authors discuss the deficit in outcome monitoring of marketing communication. As basis for further considerations, a comprehensive literature review is provided. By doing so, Manfred Bruhn and Marcus Stumpf introduce an innovative “Model for Communication Excellence by Integrated Communication”. Moreover, the authors provide implications for research and practice. The second article, by Uta Schwarz (TU Dresden), concentrates on the question whether international companies should standardize or adapt humorous advertising campaigns across national/cultural borders. The authors argue that cross-cultural research offers answers to this question by examining how humor is used and perceived in different contexts. In this conceptual/theoretical paper, a systemic review with regard to content and formal criteria is developed as well as valuable conclusions derived. The third article, by Philipp Heim (WU Vienna), Thomas Reutterer (WU Vienna) and

Eva Walter (WU Vienna) analyzes the factors of consumer acceptance of SMS-based advertising-campaigns. Considering the high market penetration of mobile phones and, hence, Short Message Service (SMS), mobile-advertising is a “hot topic” for both marketing research and practice. A conceptual model is developed and empirically tested using the Partial-Least-Squares approach. The authors provide interesting findings, which complement and confirm existing research. In the fourth article of this issue, Michael John (University Greifswald) studies two-sided advertising in relation to credibility and post-purchase behavioral intentions. The author examines both existing research and theoretical background on this research field. Two-sided advertising is seen as promising tool to positively influence product attitude and purchase intention. Finally, Michael John offers several implications, based on the findings of the study. This issue of **der markt—International Journal of Marketing** concludes with a book review of a publication written by Sandra Schlegl (WU Vienna) on “nonverbal attitude measurement”.

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