

Contents

The Classic Conceptualisation and Classification of Distribution Service Outputs – Time for a Revision?	1
<i>Walter van Waterschoot, Piyush Kumar Sinha, Steve Burt, Joeri De Haes, Thomas Foscht and Annouk Lievens</i>	
Internal Marketing, Market Orientation and Organisational Performance: The Mythological Triangle in a Retail Context	33
<i>Prokopis K. Theodoridis and George G. Panigyrakis</i>	
Information is Useful, but Knowledge is Power! Loyalty Programmes and how they can Benefit Retailers	69
<i>Steve Worthington and Josh Fear</i>	
Modelling the Impact of 3D Authenticity and 3D Telepresence on Behavioural Intention for an Online Retailer	93
<i>Raed Algharabat and Charles Dennis</i>	
Integrated Retail Channels in Multichannel Retailing: Do Linkages between Retail Channels Impact Customer Loyalty?.....	111
<i>Hanna Schramm-Klein</i>	
Country Reports	
The Retail Industry in Spain.....	129
<i>Maria Puelles, José Antonio Puelles and Susana Romero</i>	
Retailing in Italy - Players, Strategies and Trends	167
<i>Cristina Ziliani, Edoardo Fornari, Sebastiano Grandi, Maria Grazia Cardinali, Daniele Fornari, Francesca Negri and Davide Pellegrini</i>	