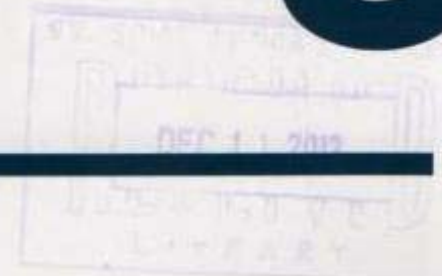


# Journal of Marketing

November 2012  
Volume 76, Number 6



Sheth Foundation/ <i>Journal of Marketing</i> Award	vii	
Harold H. Maynard Award	viii	
Marketing Science Institute/H. Paul Root Award	viii	
Principles and Principals: Do Customer Stewardship and Agency Control Compete or Complement When Shaping Frontline Employee Behavior?	1	Jeroen Schepers, Tomas Falk, Ko de Ruyter, Ad de Jong, & Maik Hammerschmidt
The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries	21	Valentyna Melnyk, Kristina Klein, & Franziska Völckner
Mapping the Play of Organizational Identity in Foreign Market Adaptation	38	Julien Cayla & Lisa Peñaloza
How Doppelgänger Brand Images Influence the Market Creation Process: Longitudinal Insights from the Rise of Botox Cosmetic	55	Markus Giesler
Employees' Decision Making in the Face of Customers' Fuzzy Return Requests	69	Sijun Wang, Sharon E. Beatty, & Jeanny Liu
Creating Major Innovations with Customers: Insights from Small and Young Technology Firms	87	Nicole E. Coviello & Richard M. Joseph
Beyond the "Like" Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings	105	Rebecca Walker Naylor, Cait Poynor Lamberton, & Patricia M. West
Do Customers and Employees Enjoy Service Participation? Synergistic Effects of Self- and Other-Efficacy	121	Chi Kin (Bennett) Yim, Kimmy Wa Chan, & Simon S.K. Lam
Subject and Author Index to Volume 76	141	