

REFERENCES

Agarwal R 1997. Survival of firms over the product life cycle. *Southern Economic Journal*, 63(3): 571-585.

Anderson CR & Zeithaml CP 1984. Stage of the product life cycle; Business Strategy and Business Performance. *Academy of Management Journal*, 27(1): 5-24.

Anonymous 1997. The ambidextrous organisation. *Journal of Business Strategy*, 18(4): 42-46.

Ansoff HI 1957. Strategies for diversification. *Harvard Business Review*, September-October: 113-124.

Ayal I 1981. International product life cycle: A re-assessment and product policy implication. *Journal of Marketing*, Fall, 45: 91-96.

Ayres RU & Steger WA 1980. Rejuvenating the life cycle concept. *The Journal of Business Strategy*, 6: 66-76.

Bass FM 1969. A new product growth model for consumer durables. *Management Science*, 15 January: 215-227.

Booms BH & Bitner MJ 1981. Marketing strategies and organisational structures for service firms. *Marketing of Services*, James H Donnelly and William R George. Chicago: American Marketing Association: 47-51.

Birou LM, Fawcett SE & Magnan GM 1998. The product life cycle: a tool for functional strategic alignment. *International Journal of Purchasing and Materials Management*, 34: 37-48.

Blanchard K 1994. The Blanchard management report: competitive trends in small business. *Manage*, 45(4): 12-13.

Boone LE & Kurtz DL 1996. *Contemporary Business*. Eighth edition. Fort Worth: The Dryden Press.

Brassington F & Pettitt S 2000. *Principles of Marketing*. Second edition. England: Pearson Education Limited.

Brooksbank R 1999. The theory and practice of marketing planning in the smaller business. *Marketing Intelligence and Planning*, 17(2): 78-90.

Brown R 1992. Managing the "S" curve of innovation. *The Journal of Business and Industrial Marketing*, 7(3): 41-52.

Bureau of Market Research - Research Report 245.

Carson D 1993. A philosophy of marketing education in small firms, *Journal of Marketing Management*, 9(2): 89-205.

Carson D, Cromie S, McGowan P & Hill J 1995. *Marketing and entrepreneurship in SME's – An Innovative Approach*. Hertfordshire UK: Prentice Hall.

Chrysochoidis GM & Wong V 2000. Customisation of product technology and integrated new product success: Mediating effects of new product development and rollout timelines. *Journal of Product Innovation Management*, 17(4): 268.

Churchill GA & Peter JP 1998. *Marketing – Creating value for customers*. USA: Irwin McGraw-Hill.

Cooper DR & Schindler PS 1998. Business Research Methods. Boston: Irwin McGraw-Hill.

Cravens DW 1997. Strategic Marketing. Fifth edition. USA: Irwin.

Churchill GA & Peter JP 1998. Marketing: creating value for customers. Second edition. USA: McCraw Hill.

Day GS 1981. The product life cycle: Analysis and applications issues. Journal of Marketing, (5), Fall: 60-67.

DeBresson C & Lampel J 1985. Beyond the Life Cycle: Organisational and Technological Design – An alternative perspective. Journal of Product Innovation Management, September, 3(2): 170-189.

Dhalla NK & Yuspeh S 1976. Forget the product life cycle concept. Harvard Business Review, January – February: 102-110.

Diamantopoulos A & Sclegelmilch BD 1997. Taking the Fear Out of Data Analysis. London: The Dryden Press.

Dillon WR, Madden TJ & Firtle NH 1993. The Essentials of Marketing Research. Homewood, Ill, Richard and Irwin.

Doyle P 1976. The realities of the product life cycle. Quarterley Review of Marketing, 16, Summer: 1-6.

Du Plessis PJ & Rousseau GG 1999. Buyer Behaviour – A Multi-cultural Approach. Second edition. Johannesburg: International Thomson Publishing.

Du Plessis PJ, Jooste CJ & Strydom JW 2001. Applied Strategic Marketing. Johannesburg: Heinemann (Pty) Ltd.

Ehlers MB 2000. Residential – based business as alternative location – decision for SMME's. D Comm dissertation, University of Pretoria, South Africa.

Evens D & Javanovic B 1989. Estimates of a model of entrepreneurial choice under liquidity constraints. *Journal of Political Economy*, 97(4): 808-827.

Gill MJA, de la Fe PG 1999. Strategic alliances, organisational learning and new product development: The case of Rover and Seat. *R&D Management*, 29(4): 391-404.

Gilmore, Carson, O'Donnell and Cummins 1999. Added value: A qualitative assessment of SME marketing. *Irish Marketing Review*: 29.

Grantham LS 1997. The validity of the product life cycle in the high-tech industry. *Marketing Intelligence and Planning*, 15(1): 4-10.

Griffin A 1997. Modelling and measuring product development cycle times across industries. *Journal of Engineering and Technology Management*, 14(1): 1-24.

Groves R 1998. Survey errors and survey costs. New York: John Wiley.

Grimm LG & Yarnold PR 2000. Reading and understanding more multivariate statistics. First edition. USA: American Psychological Association.

Gruner KE & Homburg C 2000. Does customer interaction enhance new product success? *Journal of Business Research*, 49(10): 1.

Haas RW 1995. Business Marketing: A Managerial Approach. Sixth edition. Ohio: South - Western College Publishing.

Hall BH 1987. The relationship between firms size and the firm growth in the U.S. manufacturing sector. Journal of Industrial Economics, (35): 583-605.

Harrell SG & Taylor ED 1981. Modelling the product life cycle for consumer durables. Journal of Marketing, (45): 68-75.

Hofer CW 1975. Toward a contingency theory of business strategy. Academy of Management Journal, 18: 784-810.

Howard JA 1977. Consumer behaviour: Application for theory. New York: McGraw-Hill.

<http://www.citadel.co.za>

<http://www.Statsoft.com>.

Hughes A 1991. Forthcoming concentration and the small business sector in the UK: The 1980's in historical perspective. In Small firms and Entrepreneurship: A global perspective, edition. Asc ZJ and Audretsch. Cambridge: Cambridge University Press.

Hutt MD & Speh TW 1998. Business Marketing Management. Sixth edition. United States: Dryden Press.

Invernizzi B & Revelli R 1991. Forthcoming small firms in the Italian economy: Structural changes and evidence of turbulence. In Small firms and Entrepreneurship: A global perspective, edition. Asc ZJ and Audretsch. Cambridge: Cambridge University Press.

Jassawalla AR & Sashittal HC 2000. Cross-functional dynamics in new product development. *Research Technology Management*, 43(10), January: 46.

Jassawalla AR & Sashittal HC 2000. Strategies of effective new product team leaders. *California Management Review*, 42(2): 34.

Jenkins S, Forbes S, Durrani TS & Banerjee SK 1997. Managing the product development process. *International Journal of Technology Management*, 13(4): 359-378.

Kotler P & Armstrong G 1989. *Principles of Marketing*. Fourth edition. Englewood Cliffs, NJ: Prentice Hall.

Kotler P, Armstrong G, Saunders J & Wong V 1996. *Principles of Marketing*. The European edition, Europe, Prentice Hall.

Kotler P 1997. *Marketing Management – Analysis, Planning, Implementation and Control*. Ninth edition. USA: Prentice Hall.

Kotler P 2000. *Marketing Management – Analysis, Planning, Implementation and Control*. The Millennium Edition. USA: Prentice Hall.

Kroon J & Moolman PL 1992. *Entrepreneurskap*. Potchefstroom: Sentrale Publikasie.

Kurtz DL & Clow KE 1998. *Services Marketing*. New York: John Wiley.

Lamb CW, Hair JF, McDaniel C, Boshoff C & Terblanché NS 2000. *Marketing*. Cape Town: Oxford University Press Southern Africa.

Lambkin M & Day GS 1989. Evolutionary processes in competitive markets: beyond the product life cycle. *Journal of Marketing*, 15(3): 4-21.

Lautenborn R 1990. New Marketing Litany: 4P's Passe; C Words Take Over. *Advertising Age*, October 1.

Lee J, Lee J & Sonder WE 2000. Differences of organisational characteristics in new product development: Cross-cultural comparison of Korea and the US. *Technovation*, 20(9): 497.

Levitt T 1963. Exploit the life cycle. *Harvard Business Review*, Nov-Dec: 93.

Lovelock CH 1996. *Services Marketing*. Third edition. London: Prentice Hall International, Inc.

Loveman G & Sengenberger W 1991. The re-emergence of small-scale production: An international perspective. *Small Business Economics*: 3(1).

Lusch RF, Dunne P & Gebhardt R 1993. *Retail Marketing*. Second edition. Ohio: South-West Publishing Co.

Magnan GM, Fawcett SE & Birou LM 1999. Benchmarking manufacturing practice by using the product life cycle. *Benchmarking: An International Journal*, 6(3): 239-253.

Malhotra NK 1996. *Marketing Research: An Applied Orientation*. Second Edition. New Jersey: Prentice Hall International, Inc.

Martins JH, Loubser M and van Wyk H de J 1996. *Marketing Research – A South African Approach*. First edition. Pretoria: UNISA Press.

Marx S & Van der Walt A 1993. Marketing strategy. Second edition. South Africa: Juta.

Marx S & Van der Walt A 1996. Marketing strategy. Third edition. South Africa: Juta.

Mercer D 1993. A two-decade test of product life cycle theory. British Journal of Management, 4(4), December: 269-274.

Michael GC 1971. Product pertification: A new stage in the life cycle theory. California Management Review, (14), Fall: 88-91.

Midgley DF 1981. Toward a Theory of the Product Life Cycle: Some Testable Propositions. Journal of Marketing, (45), Fall: 109 - 115.

Ntsika 1999. State of Small Business in South Africa – 1998 Review. Ntsika Enterprise Promotion Agency.

Paley N 1994. A strategy for all ages. Sales and Marketing Management, 146(1), January: 51-52.

Palmer A 1998. Principles of services marketing. Second edition. USA, McGraw-Hill.

Payburn PJ & Curley KF 1984. The Evolution of Intellectual Technologies: Applying Product Life Cycle Models to MIS. Information and Management, 7(6): 305-311.

Perreault WD & McCarthy EJ 1999. Basic Marketing – A Global-Managerial Approach. International edition. USA: Irwin McCraw-Hill.

Polli R & Cook V 1969. Validity of the product life cycle. *Journal of Business*, 42(4): 385-400.

Qualls W, Olshavsky R & Michaels RE 1981. Shortening of the PLC - An empirical test. *Journal of Marketing*, 45, Fall: 76-80.

Rafiq M & Ahmed PK 1995. Using the 7Ps as a generic marketing mix: An exploratory survey of UK and European marketing academics. *Marketing Intelligence and Planning*, 13(9): 4-15.

Ryan C & Riggs WE 1996. Redefining the product life cycle: five-element product wave. *Business Horizons*, 39(5): 33-41.

Rink D 1976. The product life cycle in formulating purchasing strategy. *Industrial Marketing Management*, (5), August): 231-242.

Rink DR, Roden DM & Fox HW 1999. Financial management and planning with the product life cycle concept. *Business Horizons*, 42(5): 65-72.

Robbins SP 1992. *Organisational Theory*. Englewood Cliffs: Prentice Hall.

Rubin DB 1996. *Multiple imputation for non-response in surveys*. New York: John Wiley.

Shankar V, Carpenter GS & Krishnamurthi L 1999. The advantages of entry in the growth stage of the product life cycle: an empirical analysis. *Journal of Marketing Research*, 36(2): 269-276.

Scherer FM 1991. Changing perspectives on the firm size problem. In *Innovation and technology change: An international comparison*, edition. Acs ZJ and Audretsch DB: 24-38. Ann Arbor: University of Michigan Press.

Sengenberger W, Loveman GW & Poire MJ 1990. The Re-emergence of Small Enterprise: Industrial Restructuring in Industrialised Countries. Geneva: International Labour Organisation.

Sexton DL & Kasarda JD 1996. The State of Art of Entrepreneurship. Boston: PWS – Kent Publishing Company.

Smallwood JE 1973. The product life cycle: A key to strategic marketing planning. MSU Business Topics, (21), Winter: 29-35.

Sproles, GB 1981. Analyzing Fashion Lifes Cycles: Principles and perspectives. Journal of Marketing, (45), Fall: 116-124.

Sudharsan D 1995. Marketing Strategy – Relationships, Offerings, Timing and Resource Allocation. New Jersey: Prentice Hall International, Inc. Englewood Cliffs.

Sudman S & Blair E 1998. Marketing Research – A Problem Solving Approach. USA: McCraw Hill Inc.

Sudman S & Blair E 1999. Sampling in the twenty-first century. Journal of the Academy of Marketing Science, 27(2): 269-277.

Swink M 2000. Technological Innovativeness as a moderator of new product design integration and top management support. Journal of Product Innovation Management, 17(3): 208.

Tellis GJ & Crawford CM 1981. An evolutionary approach to product growth theory. Journal of Marketing, (45), Fall: 125-132.

Thorelli HB & Burnett SC 1981. The nature of product life cycles for industrial goods businesses. *Journal of Marketing*, (45), Fall: 97-108.

Tigert D & Farivar B 1981. The Bass new product growth model: A sensitivity analysis for a high technology product. *Journal of Marketing*, (45): 81-90.

Van der Walt A, Strydom WJ, Marx S & Jooste CJ 1993. *Marketing strategy*. Third edition. South Africa: Juta.

Van der Walt A, Strydom WJ, Marx S & Jooste CJ 1996. *Marketing strategy*. Third edition. South Africa: Juta.

Van Waterschoot W & Van Bulte C 1992. The 4P Classification of the Marketing Mix Revisited. *Journal of Marketing*, 56(4): 83-93.

Walker OC, Boyd HW & Larréché JC 1999. *Marketing Strategy – Planning and Implementation*. Third edition. Boston: McGraw-Hill.

Weber JA 1976. Planning corporate growth with inverted product life cycles. *Long Range Planning*, October: 12-29.

White Paper on National Strategy for the Development and Promotion of Small Business in South Africa 1995. *Government Gazette*, 357. Cape Town: Parliament of the Republic of South Africa.

Wind J 1981. *Product Life Cycle*. Unpublished manuscript. The Wharton School, University of Pennsylvania.

Wood L 1990. The end of the product life cycle? Education says goodbye to an old friend. *Journal of Marketing Management*, 6(2): 145 - 155.

References

Wind YJ 1982. Product Policy: Concepts, Methods and Strategy. Philippines: Addison Wesley.

Zikmund WG 2000. Business Research Methods. Sixth edition. USA: The Dryden Press.