

BIBLIOGRAFIA

LIBRI

Aharoni, Yari (1993), "The internationalization process in professional business service firms: some tentative conclusions", in Aharoni (edt) *"Coalitions and competition – The Globalization of professional business services"*; Routledge.

Aharoni, Yari (2000) "Setting the scene", in Aharoni and Nachum (edt) *"Globalization of Services – Some implications for theory and practice"*; Routledge.

Bagchi-Sen, Sharmistha; Kuechler, Linda (2000), "Strategic and Functional Orientation of Small and Medium Sized Enterprises in professional Services: An analysis of Public Accountancy", *The Service Industries Journal*; Vol. 20, No. 3, pp. 117-146.

Barbieri, F. (2008), *Il Sole 24 Ore*, 3 Marzo 2008, *Benefit: tutela della salute nel top*, pag. 9.

Basche, J.R. (1986), Eliminating barriers to international trade and investment in services, *Research Bulletin*, No. 200, The Conference Board, New York, NY.

Bowman, Douglas; Farley, John U.; Schmittlein, David C. (2000) "Cross-National Empirical Generalization in Business Services Buying Behavior", *Journal of International Business Studies*; Fourth Quarter; 31, 4; pg. 667.

Bryson, John R. (2001) "Services and internationalisation: Annual Report on the progress of research into service activities in Europe in 1998", *The Service Industries Journal*; Vol. -21, No. 1, pp. 227-240.

Capar, N; Kotabe, Masaaki (2003), "The relationship between international diversification and performance in service firms", *Journal of International Business Studies*; 34; pg. 345-355.

Cavusgil, S.T. (1980), On the Internationalisation Process of Firms, *European Research*, 8: 273-81.

Cavusgil, S.T. and Nevin, J.R. (1981), Internal Determinants of Export Marketing Behavior: An Empirical Investigation, *Journal of Marketing Research* (February 1981).

Cicic, Murius; Patterson, Paul; Shoham, Aviv (2002), "Antecedents of international performance – A service firms' perspective", *European Journal of Marketing*; 36, 9/10; pg. 1103.

Correa, C. M. (1996), Strategies for software exports from developing countries, *World Development* 24 (1), pp. 171-182.

Czinkota, R.C. and Ronkainen, I.A. (2002), *International Marketing*, Harcourt College Publishers, Fort Worth, TX.

Dahringer, L.D. (1991), Marketing service internationally: barriers and management strategies, *Journal of Services Marketing*, Vol. 5 No. 3, Summer, pp. 5-17.

Eika, K. and Reistadbakk, T. (1998), The competitive environment in the banking industry ± driving forces and trends, *Economic Bulletin*, December, Norges Bank, Oslo.

Eisenhardt, Kathleen M. (1989), Building Theories from Case Study Research, *Academy of Management Review*, 14 (4): 532-50.

Ekeledo, I. and Sivakumar, K. (1998), Foreign market entry mode choice of service firms: a contingency perspective, *Journal of the Academy of Marketing Science*, Vol. 26 No. 4, pp.274-92.

Erramilli, M.K. (1990), Entry Mode Choice in Service Industries, *International Marketing Review*, 7 (5): 50-62.

Erramilli, M.K. and Rao, C.P. (1993), Service firms' international entry-mode choice: a modified transaction-cost analysis approach, *Journal of Marketing*, Vol. 57, July, pp. 19-38.

Executive Forum of National Export Strategies (2005), Montreux (CH) 5-8 October 2005, Export of services: hype of high potential? Implication for strategy-makers.

Frei, F. X. (2008), Harvard Business Review, April 2008, *The Four Things a Service Business Must Get Right*, pp. 70-81.

Geracimos, J.N. (1987/1988), Barriers to international insurance transactions: the search for a liberalization, *National Insurance Law Review*, Vol. 2 No. 1, pp. 205-46.

Hagel, J. (1999), Net gain: expanding markets through virtual communities, *Journal of Interactive Marketing*, Vol. 13 No. 1, pp. 55-66.

Hoekman, B. and Kostecky, M. (2001), *The Political Economy of the World Trading System: WTO and Beyond*, Oxford, Oxford University Press, 2001.

157

Hoekman, B. and Primo Braga, C. (1997), Protection and Trade in Services: A Survey, *Open Economies Review*, 8(3), pp. 285-308.

Howells, J. (1989), Trade in Software, Computer Services and Computerised Information Services, *Report to the Directorate for Science Technology and Industry*, Paris: OECD.

Howells, J. (2000a), Services and Systems of Innovation. In Brigitte Andersen, et al. (eds.), *Knowledge and Innovation In the New Service Economy*, Northampton, MA: Edward Elgar Publishing Inc.

Howells, J. (2001), The Nature of Innovation in Services, *Innovation and Productivity in Services. OECD Proceedings Industry, Services and Trade*. Paris: OECD.

Jansiti, M. and MacCormack, A. (1999), Living on Internet time: product development at Netscape, Yahoo, NetDynamics and Microsoft, Harvard Business School Case 9-697-052, Harvard Business School Publishing, Boston, MA.

Javalgi, R. G. and al. (2001), At your service! Does country of origin research apply to services?, *The Journal of Services Marketing*, Vol. 15, N° 6/7, pp. 565-582.

Javalgi, R.G. and White, D.S. (2002), Strategic challenges for the marketing of services internationally, *International Marketing Review*, Vol. 19 No. 6, pp.563-581.

Karsenty, G. (2000), Assessing Trade in Services by Mode of Supply, *GATS 2000: New Directions in Services Trade Liberalization*, published under the direction of P. Sauve et R.M. Stern, Cambridge, The Brookings Institution, 2000.

Knight, G. (1999), International services marketing: review of research, 1980-1998, *Journal of Services Marketing*, Vol.13 No.4/5, pp.347-60.

Kostecki, M. (1999), International Trade in Services, in *Trade Politics: International, Domestic and Regional Perspective*, Hocking B. and McGuire, S. (eds.), London, New York, Routledge, pp. 67 – 78.

Kostecki, M. and Nowakowski, M. (1999), Regulatory Barriers to Exports of Services (from the View of Polish Exporters), *Ekonomista*, no. 5, The Polish Economic Association, Warsaw, pp. 611 – 628.

Kotler, P. *et al.* "Principles of Marketing", third european edition.

Kozul-Wright, Z. (2002), Changing Dynamics of Global Computer Software and Services Industry: Implications for Developing Countries, UNCTAD 2002.

Lovelock, C.H. (1999), Developing marketing strategies for transactional service operations, *Journal of Services marketing*, Vol. 13 No. 4/5, pp.278-89.

Malone, T. and Laubacher (1998), The dawn of the e-lance economy, *Harvard Business Review*, September-October.

Mattoo, A. (1998), Financial Services and the WTO: Liberalization in the Developing and Transition Economies for presentation at the Workshop, Measuring Impediments to Trade in Services, Productivity Commission, Canberra, April 30 – May 1, 1998.

McGuire, G. (2002), *Trade in services – Market access opportunities and the benefits of liberalization for developing economies*, UNCTAD Study Series on Policy issues in international trade and commodities.

McGuire, G. and Schuele, M. (2000), Restrictiveness of International Trade in Banking Services, in Christopher Findlay and Tony Warren (eds.), *Impediments to Trade in Services: Measurement and Policy Implications*. London.

Musiani, J. (2008), Commercio elettronico e percezione del rischio: un caso aziendale, pp. 17-22.

Naumann, E. and Lincoln, D.J. (1991), Non-tariff barriers and entry strategy alternatives: strategic marketing implications, *Journal of Small Business Management*, Vol. 29 No. 2, April, pp. 60-70.

Netland, T.H. and Alfnes, E. (2005), Internationalisation of professional services.

Nevens, T.M. (1999), The mouse that roared, *The McKinsey Quarterly*, Vol. 1, pp. 145-8.

Nishith Desai Associates (2002), Movement of natural persons under the GATS in software services sector.

159

OECD (1997), Assessing Barriers to Trade in Services: A Pilot Study on Accountancy Services, TD/TC/WP(97)26, Working Party of the Trade Committee. Paris: OECD.

OECD (1997), Information Technology Outlook 1997, c. OECD: Paris, 1997.

OECD (2003), Opening up Trade in Services: Opportunities and Gains for Developing Countries, *Working Party of the Trade Committee*, Paris: OECD

Office of the United States Trade Representative (1994), Foreign Trade Barriers, Washington D.C., US Government Printing Office, pp. 1-2.

Patterson, P. and Cicic M. (1995), A Typology of Service Firms in International Markets: An Empirical Investigation. *Journal of International Marketing*, 3 (4): 57 - 83.

Pettemberg, F., Bachelor Thesis, 2005.

Rugman, A.M. (2001), The myth of global strategy, *International Marketing Review*, Vol. 18 No.6, pp.583-8.

Sharma, S., Shimp, T.A. and Shin, J. (1995), Consumer ethnocentrism: a test of antecedents and moderators, *Journal of the Academy of Marketing Science*, Vol. 23 No.1, pp. 26-37.

Skipper, H.D. Jr. (1987), Protectionism in the provision of international insurance services, *The Journal of Risk and Insurance*, Vol. 54 No.1, March, pp. 55-85.

Stare, M. (2002), The pattern of internationalization of services in Central European countries, *The Services Industries Journal*, Vol. 22 No.1, pp.77-91.

Stern, M. (2002), Quantifying Barriers to Trade in Services, in Bernard Hoekman, Philip English, and Aaditya Mattoo (eds.), *Development, Trade, and the WTO: A Handbook*, The World Bank, 2002.

Terpstra, V. and Yu, C-M. (1988), Determinants of foreign investment of US advertising agencies, *Journal of International Business Studies*, Spring, pp. 33-46.

Vandermerwe, S. and Chadwick, M. (1989), The internationalization of services, *The Service Industries Journal*, January, pp. 79-93.

Warren, T. (2000) The Application of the Frequency Approach to Trade in Telecommunications Services, in C. Findlay and T. Warren (eds.) *Impediments to Trade in Services: Measurement and Policy Implications*, Sydney: Routledge.

Watson, R., Berton, P., Pitt, L. and Zinklan, G. (2000), *Electronic Commerce: The Strategic Perspective*, The Dryden Press, New York, NY.

Winsted, K. and Patterson, P. (1998), Internationalization of services: the service exporting decision, *Journal of Services Marketing*, Vol. 12 No. 4.

Wirtz, J. (2000), Growth of the service sector in Asia, *Singapore Management Review*, 22; 2, pp.37-54.

World Bank (2001), *World Development Report 2000/2001: Attacking Poverty*, Oxford University Press.

Wymbs, C. (2000), How e-commerce is transforming and internationalizing service industries, *Journal of Services Marketing*, Vol.14 No.6, pp.463-78.

Yin, R. (1989). *Case Study Research*, New Bury Park: Sage Publications.

Zimmerman, A. (1999), Impacts of service trade barriers: a study of insurance industry, *Journal of Services Marketing*, Vol. 14 No. 3, pp. 211-28.

SITI WEB

Golden Moments

www.goldenmoments.com

Golden Moments Italia

www.goldenmoments.it

Golden Moments back-office

www.goldenmoments.com/gmadmin

Dizionario online

www.wordreference.com

Pixmania.com

www.pixmania.com

Elation

www.elation.it

Red Letter Days

www.redletterdays.co.uk

Smartbox

www.smartbox.com

Analisi dati sul traffico online

www.alexa.com

Analisi dati generali del sito www.goldenmoments.com

www.google.it/analytics