**Department of Marketing Publications 2010**

**Authored Book - Research (A1)**


**Edited Book - Research (B1)**


**Chapter in Book - Research (C1)**


**Insch, A.** (2010). Breaking the mould: Characterstics and consequences of becoming market oriented in Australian meat retailing. In A. Lindgreen, M. K. Hingley, D. Harness, & P. Custance (Eds.), *Market orientation: Transforming food and agribusiness around the customer* (pp. 229-244). Farnham, UK: Gower.


**Chapter in Book - Other (C2)**


**Journal - Research Article (D1)**


*Journal - Research Other (D2)*


