
Contents

<i>List of contributors</i>	viii
<i>Foreword</i>	xix
Philip Kotler	
<i>Acknowledgments</i>	xxi
1 Introduction	1
<i>Venkatesh Shankar and Gregory S. Carpenter</i>	
PART I CONCEPTS AND ORGANIZATIONAL ASPECTS OF MARKETING STRATEGY	
2 Strategic marketing and marketing strategy	9
<i>Rajan Varadarajan</i>	
3 Market orientation	28
<i>Gary F. Gebhardt</i>	
PART II UNDERSTANDING COMPETITION	
4 Competitor analysis	41
<i>John A. Czepiel and Roger A. Kerin</i>	
5 Competition and its implications for marketing strategy	58
<i>Gaurav Sabnis and Rajdeep Grewal</i>	
6 Models of retail competition	78
<i>Ram C. Rao</i>	
PART III CUSTOMER-BASED MARKETING STRATEGY	
7 Customer lifetime value management: strategies to measure and maximize customer profitability	107
<i>V. Kumar and Bharath Rajan</i>	
8 Multichannel customer management strategy	135
<i>Peter C. Verhoef</i>	
PART IV MARKETING STRATEGY DECISIONS	
9 Marketing resource allocation strategy	153
<i>Venkatesh Shankar</i>	

10	New product development in a strategic context <i>John H. Roberts</i>	172
11	Advertising strategy: consumer mindsets and message alignment <i>Derek D. Rucker</i>	186
12	Social media strategy <i>Donna L. Hoffman and Thomas P. Novak</i>	198
13	Mobile marketing strategy <i>Venkatesh Shankar</i>	217
14	Channel relationship strategy <i>Todd J. Arnold and Robert W. Palmatier</i>	231
15	Behavioral perspectives on pricing strategy <i>Russell S. Winer</i>	248
16	Managing customer satisfaction <i>Vikas Mittal and Carly Frennea</i>	261

PART V BRANDING AND BRAND STRATEGIES

17	Brand strategy <i>Kevin Lane Keller</i>	289
18	Cultural brand strategy <i>Douglas B. Holt</i>	306
19	Private label strategies – myths and realities <i>Raj Sethuraman and Jagmohan S. Raju</i>	318

PART VI MARKETING STRATEGY DYNAMICS

20	First-mover/pioneer strategies <i>Marvin B. Lieberman and David B. Montgomery</i>	339
21	Late-mover strategies <i>Venkatesh Shankar and Gregory S. Carpenter</i>	362
22	Diffusion and its implications for marketing strategy <i>Gerard Tellis and Deepa Chandrasekaran</i>	376
23	International entry strategies <i>Katrijn Gielens, Kristiaan Helsen and Marnik G. Dekimpe</i>	391

PART VII IMPACT OF MARKETING STRATEGY

24	Marketing strategy and firm value <i>Venkatesh Shankar</i>	415
----	---	-----

25	Productivity of marketing strategy <i>Brian T. Ratchford</i>	440
26	Short-term and long-term effects of marketing strategy <i>Dominique M. Hanssens and Marnik G. Dekimpe</i>	457
27	Marketing and democracy <i>John A. Quelch and Katherine E. Jocz</i>	470
	<i>Index</i>	485