

# CONTENTS

LIST OF CONTRIBUTORS	ix
PREFACE	xiii
<i>George Day, Barton Weitz, and Robin Wensley</i>	
<b>PART I. THE STRUCTURE AND EVOLUTION OF COMPETITIVE MARKETS</b>	
INTRODUCTION	3
MARKET STRUCTURE AND ANALYSIS: PRACTICE, PROBLEMS, AND PROMISE	
<i>Allen D. Shocker, David W. Stewart, and Anthony J. Zahorik</i>	
	9
RELATIONSHIPS AMONG COMPETITORS	
<i>Geoffrey Easton</i>	
	57
THE IMPACT OF COMPETITION ON STRATEGIC MARKETING DECISIONS	
<i>Ram C. Rao</i>	
	101
EVOLUTIONARY MODELS OF MARKETS AND COMPETITIVE STRUCTURE	
<i>Mary Lambkin</i>	
	153
<b>PART II. GAINING AND SUSTAINING COMPETITIVE ADVANTAGE</b>	
INTRODUCTION	189
MARKET POSITION AND COMPETITIVE STRATEGY	
<i>Bradley T. Gale and Robert D. Buzzell</i>	
	193

<b>MODELING CUSTOMER LOYALTY: A CUSTOMER-BASED SOURCE OF COMPETITIVE ADVANTAGE</b>	
<i>Barbara E. Kahn and Robert J. Meyer</i>	231
<b>THE DESIGN AND MANAGEMENT OF CHANNELS OF DISTRIBUTION</b>	
<i>Gary L. Frazier</i>	255
<b>MARKET ENTRY AND DEFENSIVE STRATEGIES</b>	
<i>Hubert Gatignon and Pradeep Bansal</i>	305
<b>PART III. FORMULATING STRATEGY COMPONENTS</b>	
<b>INTRODUCTION</b>	333
<b>MARKET RESPONSE APPROACHES TO MARKETING STRATEGY DECISIONS</b>	
<i>Leonard Lodish and Bari Harlam</i>	337
<b>ASSESSING MARKET RESPONSE: A REVIEW OF EMPIRICAL RESEARCH</b>	
<i>Gary M. Erickson</i>	353
<b>POSITIONING ANALYSIS AND STRATEGY</b>	
<i>Yoram J. Wind</i>	387
<b>IDENTIFYING AND EVALUATING NEW PRODUCT OPPORTUNITIES</b>	
<i>Robert G. Cooper</i>	413

## LIST OF CONTRIBUTORS

*Pradeep Bansal*

Marketing Department  
Graduate School of Management  
Rutgers University  
Newark

*Robert D. Buzzell*

Department of Marketing  
Harvard Business School  
Harvard University  
Boston

*Robert G. Cooper*

School of Business  
McMaster University  
Hamilton, Ontario

*George S. Day*

Department of Marketing  
Faculty of Management Studies  
University of Toronto  
Toronto

*Geoffrey Easton*

The Management School  
Department of Marketing  
University of Lancaster  
Lancaster, England

*Gary M. Erickson*

Department of Marketing and  
International Business  
College of Business  
University of Washington  
Seattle

*Gary L. Frazier*

Department of Marketing  
School of Business  
Administration  
University of Southern California  
Los Angeles