

Contents

INTRODUCTION	<i>xi</i>
I. THE MEASUREMENT OF MARKET OPPORTUNITIES	
A. The Search for Specific Opportunities	
1. How to Plan New Products, Improve Old Ones, and Create Better Advertising <i>Dik Warren Twedt</i>	<i>3</i>
2. Determinant Buying Attitudes: Meaning and Measurement <i>James H. Myers and Mark I. Alpert</i>	<i>8</i>
3. Advertising Strategy from Consumer Research <i>Charles E. Overholser and John M. Kline</i>	<i>15</i>
4. Marketing Segmentation: A Strategic Management Tool <i>Richard M. Johnson</i>	<i>20</i>
5. Industrial Marketing Research in Britain <i>Aubrey Wilson</i>	<i>26</i>
B. Market Share, Market Potential, and Market Forecasting	
6. Appraising the Market for New Industrial Products <i>The National Industrial Conference Board</i>	<i>38</i>
7. How Good Is Your Sales Forecasting? <i>J. M. Cummings</i>	<i>72</i>
8. Market Share Determination: A Low Cost Approach <i>Louis W. Stern</i>	<i>80</i>

9. Assessing Market Opportunities
Mark E. Stern 86

II. THE ALLOCATION OF MARKETING EFFORT

A. Product, Price, and Profitability

10. The Trajectory Method of Goal Setting for New Products
Merle Crawford 99
11. The Application of Product Life Cycle to Corporate Strategy:
Some Research Findings
M. T. Cunningham 107
12. Improving Product Abandonment Decisions
Paul W. Hamelman and Edward M. Mazze 117
13. Opportunity Accounting for Product Line Decisions
Douglas P. Gould 124
14. Direct Costing in Pricing: A Critical Reappraisal
Richard J. L. Herson and Ronald S. Hertz 130

B. Promotion and Distribution

15. Measurement of Sales Effectiveness of Advertising
Charles K. Ramond 136
16. Computer Models in Advertising Media Selection
Dennis H. Gensch 142
17. Linking Top-Level Planning to Salesman Performance
Jon R. Katzenbach and R. R. Champion 154
18. Sales Force Size and Allocation: Progress in the Application
of Quantitative Methods
Paul Kingwell 163
19. How to Manage Customer Service
William M. Hutchison Jr. and John F. Stolle 170

20. Heuristic Warehouse Location: Progress in Using a New Method
J. Keith Drysdale and Peter J. Sandiford 182

III. THE PREPARATION AND EVALUATION OF PLANS

A. Planning and Strategy Generation

21. A Profit-Oriented Decision System
Leon Winer 197
22. Toward a Planning Oriented Marketing Information System
Gerald J. Eskin and Raymond Dabbah 204
23. Matrix Models for Marketing Planning
William E. Crissy and Robert E. Kaplan 211
24. Intensive Competitive Marketing
Frank Rothman 227
25. Strategy Search and Selection
David J. Luck and Arthur E. Prell 235

B. Evaluation and Control

26. Management Control of Marketing Research
James H. Myers and A. Coskun Samli 247
27. Marketing Cost Analysis
William J. Stanton and Richard H. Buskirk 258
28. Integrating Marketing and Financial Concepts in Product Line Evaluations
Peter L. Mullins 275
29. How to Measure Marketing Performance
Richard A. Feder 281
30. How to Evaluate the Company's Marketing Operation
Norman B. Judelson 292