

●●●● BRIEF CONTENTS

1	Marketing Strategy: A First Principles Approach	1
PART 1 ALL CUSTOMERS DIFFER		
2	Marketing Principle #1: All Customers Differ → Managing Customer Heterogeneity	38
PART 2 ALL CUSTOMERS CHANGE		
3	Marketing Principle #2: All Customers Change → Managing Customer Dynamics	94
PART 3 ALL COMPETITORS REACT		
4	Marketing Principle #3: All Competitors React → Managing Sustainable Competitive Advantage	148
5	Marketing Principle #3: Managing Brand-Based Sustainable Competitive Advantage	193
6	Marketing Principle #3: Managing Offering-Based Sustainable Competitive Advantage	222
7	Marketing Principle #3: Managing Relationship-Based Sustainable Competitive Advantage	249
PART 4 ALL RESOURCES ARE LIMITED		
8	Marketing Principle #4: All Resources Are Limited → Managing Resource Trade-Offs	284
9	Marketing Strategy: Implementing Marketing Principles and Data Analytics	324

●●●● LONG CONTENTS

List of Figures	ix
List of Tables	x
List of Examples	xi
List of Data Analytics Techniques and Worked Examples	xiii
List of Analytics Driven Cases and Case Exercises	xiv
List of Abbreviations	xv
Author Biographies	xvi
Acknowledgments	xviii
Preface	xx
Overview of First Principles of Marketing Strategy	xxxvi
Tour of the Book	xxxviii
Tour of the Website	xl

1 Marketing Strategy: A First Principles Approach	1
<i>Learning Objectives</i>	1
<i>Introduction</i>	2
<i>MP#1: All Customers Differ → Managing Customer Heterogeneity</i>	12
<i>MP#2: All Customers Change → Managing Customer Dynamics</i>	16
<i>MP#3: All Competitors React → Managing Sustainable Competitive Advantage</i>	21
<i>MP#4: All Resources Are Limited → Managing Resource Trade-Offs</i>	26
<i>Implementing the Four Marketing Principles</i>	30
<i>Summary</i>	33
<i>Takeaways</i>	34

PART 1 ALL CUSTOMERS DIFFER 37

2 Marketing Principle #1: All Customers Differ → Managing Customer Heterogeneity	38
<i>Learning Objectives</i>	38
<i>Introduction</i>	39
<i>Approaches for Managing Customer Heterogeneity</i>	47
<i>Framework for Managing Customer Heterogeneity</i>	65
<i>Summary</i>	76
<i>Takeaways</i>	77
<i>Analytics Driven Case: Managing Customer Heterogeneity at DentMax</i>	79
<i>Analytics Driven Case Exercise: Segmenting the Smartwatch Market</i>	90

PART 2 ALL CUSTOMERS CHANGE 93

3	Marketing Principle #2: All Customers Change →	
	Managing Customer Dynamics	94
	<i>Learning Objectives</i>	94
	<i>Introduction</i>	95
	<i>Approaches to Managing Customer Dynamics</i>	100
	<i>Framework for Managing Customer Dynamics</i>	119
	<i>Managing Customer Dynamics Examples</i>	126
	<i>Summary</i>	129
	<i>Takeaways</i>	131
	<i>Analytics Driven Case: Preempting and Preventing Customer Churn at TKL</i>	133
	<i>Analytics Driven Case Exercise: Acquiring New Customers in the Hospitality Industry</i>	143

PART 3 ALL COMPETITORS REACT 147

4	Marketing Principle #3: All Competitors React →	
	Managing Sustainable Competitive Advantage	148
	<i>Learning Objectives</i>	148
	<i>Introduction</i>	149
	<i>Approaches for Managing Sustainable Competitive Advantage</i>	161
	<i>Framework for Managing Sustainable Competitive Advantage</i>	172
	<i>Summary</i>	178
	<i>Takeaways</i>	179
	<i>Analytics Driven Case: Fighting Competitive Attack at Exteriors Inc.</i>	181
	<i>Analytics Driven Case Exercise: New Product Development with Conjoint Analysis at MobilMax Inc.</i>	189
5	Marketing Principle #3: Managing Brand-Based Sustainable Competitive Advantage	193
	<i>Learning Objectives</i>	193
	<i>Introduction</i>	194
	<i>Brand Strategies</i>	200
	<i>Managing Brand-Based SCA</i>	205
	<i>Summary</i>	217
	<i>Takeaways</i>	218
	<i>Analytics Driven Case Exercise: Back to Basics: Finding the Right Brand Identity for EnergAid</i>	220
6	Marketing Principle #3: Managing Offering-Based Sustainable Competitive Advantage	222
	<i>Learning Objectives</i>	222
	<i>Introduction</i>	223
	<i>Offering and Innovation Strategies</i>	229
	<i>Managing Offering-Based Sustainable Competitive Advantage</i>	240

	<i>Summary</i>	244
	<i>Takeaways</i>	245
	<i>Analytics Driven Case Exercise: Making Free Drill Selector Apps Pay Off at MHG</i>	247
7	Marketing Principle #3: Managing Relationship-Based Sustainable Competitive Advantage	249
	<i>Learning Objectives</i>	249
	<i>Introduction</i>	250
	<i>Relationship Marketing Strategy</i>	256
	<i>Managing Relationship-Based Sustainable Competitive Advantage</i>	265
	<i>Summary</i>	277
	<i>Takeaways</i>	278
	<i>Analytics Driven Case Exercise: Managing Customer Relationships at AIRCO</i>	280
	PART 4 ALL RESOURCES ARE LIMITED	283
8	Marketing Principle #4: All Resources Are Limited → Managing Resource Trade-Offs	284
	<i>Learning Objectives</i>	284
	<i>Introduction</i>	285
	<i>Approaches for Managing Resource Trade-Offs</i>	294
	<i>Framework for Managing Resource Trade-Offs</i>	307
	<i>Summary</i>	313
	<i>Takeaways</i>	314
	<i>Analytics Driven Case: Allocating Dollars Wisely at BRT Tribune</i>	316
	<i>Analytics Driven Case Exercise: A Resource Allocation Dilemma at Kreyers Froyo</i>	321
9	Marketing Strategy: Implementing Marketing Principles and Data Analytics	324
	<i>Learning Objectives</i>	324
	<i>Introduction</i>	325
	<i>Trends Increasing the Importance of the First Principles</i>	
	<i>Approach to Marketing Strategy</i>	328
	<i>Overview of the Four Marketing Principles: Problems and Solutions</i>	331
	<i>Synergistic Integration of the Four Marketing Principles</i>	337
	<i>Building Marketing Analytics Capabilities</i>	339
	<i>Executing Marketing Strategies</i>	344
	<i>Summary</i>	348
	<i>Takeaways</i>	350
	References	351
	Index	367