New developments in strategic thinking and econometric methods, along-
side fundamental changes in technology and in the nature of competition,
argue the need for an in-depth but accessible assessment of the Profit Impact
of Marketing Strategy project. Here, Paul Farris and Michael Moore gather
together contributions from experts across the United States and Europe to
offer a retrospective analysis alongside innovative perspectives on future
marketing strategy and performance assessment methods. Appealing to
scholars and reflective practitioners interested in fostering new practical
knowledge about business innovation and changes, this book explores not
only new ways of thinking about and working with PIMS but also the
unresolved issues arising from the original data. As the business commu-
nity renews its attempts to recreate the kind of interfirm cooperation that
produced the PIMS project, sharing many of the ideals, this timely volume
will broadly appeal.

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We would like to acknowledge certain key individuals, without whom this project to honor Bob Buzzell’s work could not have been completed. Professor Robert Bruner and Elizabeth O’Halloran of the Batten Institute at the Darden School of Business were uncommonly generous in providing financial and logistical support for the project. The early and enthusiastic commitment of Professors George Day and David Reibstein of Wharton, and the endorsement of Professor Don Lehman of the Marketing Science Institute gave the undertaking critical mass. Professor Stephen Greyser of Harvard also generated early momentum for us. Lutz Hildebrandt not only traveled from Berlin, but suggested the conference to celebrate Bob Buzzell’s PIMS contributions many years ago. Dr. Katy Plowright of Cambridge University Press encouraged us to undertake this book. Jackie Warren, Production Editor, kept us moving in the right direction and Chris Doubleday’s careful reading of the manuscripts improved them all. Of course, we take responsibility for whatever errors might remain. Finally, we would like to thank each conference participant for their efforts, not only in preparing the manuscripts contained in this volume, but also for making the trip to Charlottesville.