

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)*Author index*

- Aaker, D. A. 20, 42, 44, 154, 172, 195, 196–198, 229, 261
- Abela, A. 129
- ABI/Inform 97
- Ailawadi, K. 5, 7, 41, 45, 127, 156, 161, 163, 180, 181, 182, 194, 196, 197, 198, 202, 228, 261, 262, 278, 279
- Alberts, F. W. 284
- Albion, M. 127, 128, 129
- Alchian, A. E. 284
- Ali, A. 92
- Alpert, F. H. 81
- Amit, R. 31
- Anderson, C. R. 41, 57
- Anderson, E. 280
- Andrews, J. 95, 110
- Annacker, D. 156, 158
- Anterasian, C. 57
- Armstrong, I. S. 45
- Arrow, K. 127, 283
- Arthur, W. B. 284
- Assmus, G. 98
- Atuahene-Gima, K. 92, 93, 96, 107
- Bagozzi, R. P. 164, 191
- Bain 281
- Baker, R. M. 182, 263
- Balasubramanian, S. K. 45
- Baltagi, B. H. 158, 161
- Barney, J. B. 31, 155, 261
- Baron, P. H. 128
- Basman, R. L. 218, 221, 225
- Bass, F. M. 76, 77, 86, 263
- Batten Institute 2
- Baumgartner, H. 164
- Becker, G. S. 282
- Bell, D. R. 194
- Benedetto, C. A. di 83
- Benham, L. 126, 128
- Bentler, P. M. 164
- Berger, P. D. 46, 279
- Bermmaor 128
- Bernstein, I. H. 106, 108, 113
- Berry, L. L. 110, 114
- Bharadwaj, S. G. 95, 97, 98, 108, 109, 115
- Blattberg, R. C. 275
- Bloch, P. H. 95
- Bloom, P. N. 44
- Bollen, K. A. 196
- Bolton 128
- Bond, R. S. 73, 86
- Booz-Allen and Hamilton 107
- Borin, N. 45
- Boulding, W. 78, 79, 86, 156, 157, 161, 169, 192, 194, 198, 202, 228, 229, 261, 261
- Bound, J. D. 182, 225, 263
- Bowman, D. 86
- Boyd 3
- Brentani, U. de 110
- Bresnahan, T. F. 281, 281–282
- Brown, C. 86
- Brown, S. P. 97, 98
- Brown, T. J. 195
- Browne, M. W. 164
- Bureau of Labor Statistics 131
- Busch, P. S. 98, 102
- Buzzell, R. D. 1, 3, 6, 7, 11, 19, 23, 30, 32, 35, 46, 51, 56, 57, 80, 128, 153, 154, 156, 158, 164, 166, 179–180, 181, 182, 192, 195, 196, 212, 214, 240, 260
- Cady, J. 128
- Calantone, R. J. 93, 94, 99, 107, 113, 116
- Camerer, C. F. 154

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)*Author index*

299

- Carpenter, G. S. 75, 86, 93
 Carter, T. 86
 Caves, R. E. 227, 228
 Chandrashekar, M. 86
 Chang, D. R. 19, 153, 154, 156,
 158, 164, 166, 179–180, 181,
 182, 212
 Chang, H. C. 196
 Chang, S. J. 192, 199
 Charnes, A. 156
 Chatman, J. A. 192
 Chen, F. 171
 Chiang, J. 80, 194
 Choi, U. 192, 199
 Christen, M. 5, 64, 78, 198, 263, 264,
 285
 Christensen, C. M. 84
 Churchill, G. A. Jr. 106, 107, 109, 113,
 195
 Cohen, J. 98, 103, 106, 113
 Cohen, P. 103, 106
 Collopy, F. 45
 Comanor, W. S. 128, 190, 192, 195,
 198, 199, 202, 204, 206, 207–209
 Cool, K. 32
 Cooper, R. G. 93, 94, 100, 106, 107,
 109, 114, 116
 Cooper, W. W. 156
 Coriello, N. 34
 Covin, J. G. 100
 Crawford, C. M. 93, 106–107, 114
 Cudeck, R. 164

 Day, D. 79, 86
 Day, G. S. 3, 12, 28, 36
 Deighton, J. 275
 Demsetz, H. 261
 DeSarbo, W. S. 86
 Dickson, P. R. 44
 Dierckx, I. 32
 Dorfman, R. 128
 Dornoff, R. J. 86
 Duncan, O. D. 190
 Duncan, R. 94, 107
 Dutta, S. 44, 66

 Edwards, J. R. 195
 ELMAR 97
 Erickson, G. 264
 Eskin, G. J. 128

 Fahey, L. 34, 154
 Farley, J. U. 3, 16, 23, 98, 102
 Farris, P. W. 3, 5, 45, 80, 124, 127,
 128, 129, 133, 134, 140, 156,
 161, 163, 180, 181, 182, 192,
 193, 194, 196, 197, 198, 202,
 228, 284
 Feynmans, R. P. 219, 219, 220
 Fine, C. H. 169
 Firth, R. W. 92
 Fornell, C. 74, 75, 76, 79, 80, 81, 82,
 86, 219, 228, 229, 230, 231, 280
 Forrester, J. W. 284
 Foster, K. R. 219
 French, J. R. P. Jr. 192

 Gale, B. T. 7, 19, 23, 154, 166, 182,
 192, 195, 196, 227, 260
 Garcia, R. 94, 113
 Garvin, D. A. 169
 Gaskin, S. 86
 Gatignon, H. 5, 41, 64, 86, 92, 93,
 99, 198, 212, 213, 213, 263, 264,
 285
 Ghemawat, P. 154, 227, 228
 Glass, G. V. 97
 Glazer, R. 110
 Golder, P. N. 79, 86
 Goodstein, R. C. 79, 86, 229
 Graham, J. L. 81
 Grant, R. M. 155
 Griliches, Z. 156
 Grover, R. 93
 Gupta, A. K. 100, 280
 Gupta, S. 194

 Hahn, R. 46
 Hamel, G. 99
 Hauser, J. R. 86, 95, 96
 Hausman, J. A. 161, 218, 221, 224,
 226, 227, 262, 264
 Hedges, L. V. 98
 Henard, D. H. 97, 98, 115
 Henderson, B. 15, 260
 Herbig, P. A. 96
 Hildebrandt, L. 3, 4, 156, 158
 Holak, S. L. 95, 96
 Holbek, J. 94, 107
 Homburg, C. 92, 96
 Houston, M. B. 44

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)

300

Author index

- Hsiao, C. 158, 161, 262
 Hu, L. 164
 Huber, P. W. 219
 Huff, L. C. 86
 Hunter, J. E. 100
 Huttink, E. J. 92

 Intriligator, M. D. 192, 198, 199

 Jacobson, R. 19, 20, 42, 44, 66, 154,
 156, 163, 172, 192, 195,
 196–198, 229, 261, 264
 Jaeger, A. 263
 Jaeger, D. A. 182
 Jaworski, B. J. 100
 Johnson, M. 280
 Johnson, S. A. 44
 Johnston, J. 194, 198
 Jöreskog, K. G. 158, 164, 183
 Judge, G. G. 263

 Kahle, D. 130
 Kalyanaram, G. 73, 78, 80, 86
 Kamins, M. A. 81
 Kardes, F. R. 86
 Kaul, A. 129
 Kekre, S. 229
 Kerin, R. A. 45, 73, 86, 95, 196
 Kleinschmidt, E. J. 94, 106, 109,
 114
 Kmenta, J. 223
 Kohli, A. K. 100, 195, 212
 Kramer, H. 96
 Krapfel, R. Jr. 92
 Krishnamurthi, L. 93
 Kroff, M. 4
 Kuester, S. 92, 96
 Kumar, N. 199
 Kumar, V. 45

 LaBahn, D. 92
 Lambin, J. J. 128
 Lambkin, M. 78, 79, 86
 Lattin, J. M. 86
 Lean, D. F. 73, 86
 Lehman, D. R. 3, 95, 96, 98, 102, 127,
 194, 280
 Leone, R. 196
 Lev 70
 Li, T. 93, 99

 Lieberman, M. B. 73, 79, 81, 85, 86,
 88
 Lilien, G. 79, 86
 Lillard, L. A. 158
 Lynch, J. 127, 128, 129
 Lynn, G. S. 93

 Madhavan, R. 93
 Mahajan, V. 196
 Mahon, J. F. 73, 86
 Marketing Science Institute 3, 6, 12
 Markides, C. 28
 Marshall, C. T. 11, 51, 56, 57
 Marshall, R. 225
 Maurizi, A. R. 128
 McGaw, B. 97
 Mckay, B. 109
 Mezas, J. M. 107, 113
 Miller, H. 85
 Min, S. 80, 86
 Mintzberg 32
 Mir, R. 111
 Mitchell, W. 83, 86
 Mitra, A. 127, 128, 129
 Mittal, B. 34
 Mizik, N. 66
 Montgomery, D. B. 73, 79, 81, 85, 86,
 88
 Moore, M. J. 5, 41, 65, 79, 86, 203,
 221, 229, 230
 Moorman, C. 44
 Morgan, R. 5, 203
 Moriarty 128
 Morone, J. G. 93, 98
 Mouchoux 128
 Mucha, Z. 86
 Mukherjee, A. 93, 95
 Mundlak, Y. 183, 263
 Murphy, K. M. 224
 Murthi, B. P. S. 86

 Nakamoto, K. 75, 86
 Narasimhan, O. 44, 66
 Narayanan, V. K. 92
 Nasr, N. I. 279
 Nelson, C. R. 28, 32
 Nerlove, M. 127
 Neslin, S. A. 127, 194, 212
 Neter, J. 103
 Nunnally, J. C. 106, 108, 113

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)*Author index*

301

- Olkin, I. 98
 Olson, E. M. 93, 116
 Ovid 97
- Padmanabhan, V. 194
 Pagan, A. R. 224
 Page, A. L.
 Paine, F. T. 41, 57
 Parasuraman, A. 110, 114
 Park, C. W. 94, 107
 Parry, M. E. 4, 76, 77, 84, 85, 86, 87,
 93, 96, 99, 107, 156, 161, 163,
 180, 181, 182, 193, 194, 196,
 197, 198, 202, 228
 Paulsin, A. S. 93
 Pendleton, B. F. 196
 Penrose, E. 32, 155
 Pereira, A. 45
 Perry, V. G. 44
 Peter, J. P. 195
 Peteraf, M. A. 155
 Peterson, R. A. 73, 86, 95, 97
 Pfeifer, P. 284
 Phillips, L. W. 19, 57, 153, 154, 156,
 158, 164, 166, 179–180, 181,
 182, 212
 Pisano, G. 155
 Porter, M. E. 30, 34, 192, 195, 199
 Prahalad, C. K. 35, 99
 Prasad, V. K. 128
 Prescott, J. E. 195, 212
 ProQuest 97
- Quinn 32
- Raj, S. P. 100
 Rajiv, S. 44, 66
 Ramanujam, V. 49
 Ramaswamy, V. 41, 74, 86
 Rao, A. 98
 Ravenscraft, D. J. 192, 195, 199, 260
 Reekie, W. D. 128
 Reibstein, D. 4, 41, 124, 128, 129,
 133, 134, 140
 Rhodes, E. 156
 Richardson, L. F.
 Ring, L. W. 128
 Robben, H. S. J. 92
 Roberts, J. 5
 Roberts, K. 273
 Robertson, T. S. 92, 96
 Robinson, W. T. 4, 73, 74, 75, 76, 78,
 79, 80, 81, 82, 86, 219, 228, 229,
 230, 231
 Rosenthal, S. R. 93, 107
 Ruekert, R. W. 93, 116
 Rumelt, R. P. 19, 154, 260
 Rust, R. T. 44
 Ryans, A. B. 93
- Sawyer, M. C. 205
 Schendel, D. 154
 Scherer, F. M. 73, 88, 260
 Schmalensee, R. 75
 Schmidt, F. L. 100, 107, 115
 Schnaars, S. P. 82, 85
 Schoemaker, P. J. H. 31
 Schuessler, K. 196
 Schumacher, U. 205
 Schwabach, J. 227, 229
 Sethi, R. 93, 94, 95, 97, 107
 Sethuraman 128
 Shankar, V. 93
 Shervani, T. 34
 Sheth, J. 15, 34
 Shoemaker, R. W. 194, 212
 Shuen, A. 155
 Sisodia, R. 15
 Slevin, D. P. 100
 Smith, D. C. 94, 95, 107, 110
 Smith, M. L. 97
 Social Science Citation Index 87
 Software and Service Industry Analyst
 Group 67–70
 Song, X. M. 83, 93, 96, 99, 107
 Sörbom, D. 158, 164
 Srinivasan, K. 86, 229
 Srivastava, R. 34
 Staelin, R. 156, 157, 161, 169, 192,
 194, 228, 261, 261
 Staiger, D. 182, 221, 225, 263
 Starbuck, W. H. 107, 113
 Startz, R. 225
 Stayman, D. M. 98
 Steiner, P. 128, 129
 Stock, J. H. 182, 221, 225, 263
 Sullivan, M. W. 79, 86
 Sultan, F. 98, 102
 Sultan, G. M. 19, 260
 Swink, M. 93, 107

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)

302

Author index

- Szymanski, D. M. 4, 95, 97, 97, 98, 99, 102, 108, 109, 115
- Tatikonda, M. V. 93, 107
- Taub, S. 277
- Taylor, L. E. 67–70
- Taylor, W. E. 262, 263
- Teece, D. J. 154, 155
- Tellis, G. J. 79, 86, 98, 102, 110, 128
- Temme, D. 4
- Topel, R. 224
- Treacey, M. 34
- Troy, L. C. 4, 95, 97, 98, 99, 108, 115
- Urban, G. L. 73, 75, 78, 80, 81, 86, 87, 95, 96
- VanderWerf, P. A. 73, 86
- Vanhonacker, W. R. 79, 86, 128
- Varadarajan, P. R. 73, 86, 95, 97, 99, 109, 196
- Venkatraman, N. 49, 195, 212
- Walker, O. C. 93, 116
- Wallace, T. D. 263
- Walsh, J. 107, 113
- Ward, S. 196
- Watson, A. 111
- Webster, F. 193
- Weinberg, B. D. 95, 96
- Wensley, R. 19, 28, 154, 260
- Wernerfelt, B. 32, 80, 86, 155, 228, 261
- Wharton Research Data Services 46, 65
- Whitten, I. T. 73, 86
- Wiersema, F. 34
- Wileman, D. 100
- Williams, M. 109
- Willis, R. J. 158
- Wilson, T.A. 128, 190, 192, 195, 198, 199, 202, 204, 206, 207–209
- Wittink, D. 128, 129, 263
- Wright, J. 225
- Warren, R. D. 196
- Wu, D.-M. 218, 221, 224
- Xuereb, J.-M. 92, 93, 99
- Yoon, E. 79, 86
- Zaltman, G. 94, 107
- Zarkin, G. 225
- Zeithaml, V. A. P. 110, 114
- Zenor, M. 196
- Zhao, Y. L. 83
- Zhen 70

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)

Subject index

- Accounting Practices Board 67
 advertising expenditure 48
 cause of higher prices 126–127
 and price consistency 124
 substitute for salesforce expenditure 138
 advertising levels
 and relative prices 133, 134–136
 and salesforce expenditure 138, 139, 140
 advertising–profit relationship 199, 204
 definitional identities 212
 problems with model 204–207
 replication of Comanor–Wilson model 207–209
 ADVISOR project 22
 Almanac for Business and Industrial Financial Ratios 65
 Amazon.com 144
 American Airlines 275
 AOL 275
 Apple Computer 80
 ARDL model 171–172
 comparison with ARI-RECEV model 172–177, 178
 asset intensity, in PIMS and COMPUSTAT 48–49
 average price measures 143–144

 bias and efficiency, trade-off 263, 269
 Boston Consulting Group 13, 14, 30
 Bowmar Instruments 73
 brand equity 278
 brand image, and reputation 34

 Cargo cult science 219
 channel strategies and margins 276
 CNN 38
 Compaq 60

 competencies, competing on 31
 competitive advantage, *see* resource-based view
 competitive intensity, and innovation 99
 competitor orientation, and innovation 99
 composite–component relationships 189, 195, 196, 211–212
 identification 212–214
 model misspecification 210
see also advertising–profit relationship; performance models; structure–conduct–performance paradigm
 COMPUSTAT, comparison with PIMS 20, 41–65
 consistency index, of marketing and prices 140, 149, 150
 and profitability 142
 core competence 31
 core customer relationship management (CRM) 34, 274–275
 cost-plus pricing 126
 Crest toothpaste 85
 customer acquisition, and retention 275
 customer lifetime value (CLV) 278–280
 customer orientation, and innovation 99
 customer satisfaction 280

 Darden School 2
 data collection
 in COMPUSTAT 60–62, 64
 in PIMS 60, 64
 Dell Computer 17, 132
 direct cost
 coefficient estimates 243, 256
 specification tests 244, 257

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)

304

Subject index

- discount management strategies 275–276
- distribution, direct and indirect 144
- Dupont 132
- economic value added (EVA) 277
 - Wal-Mart 279
- endogeneity problems, performance models 218, 223–227
- exogenous variables, in simultaneous equation models 218, 236
- Federal Trade Commission
 - Line-of-Business data 22, 41, 56, 260
- Financial Accounting Standards Board 145, 276
- financial ratios, COMPUSTAT 61, 68, 69
- financial variables
 - in PIMS and COMPUSTAT 46, 55, 56; for manufacturing 49–53
- firm size, in PIMS and COMPUSTAT 58
- firm-based effects, of innovation
 - negative 95
 - positive 95
- first-difference (FD) model 161, 166, 168, 169
 - methodological problems 182
 - time-invariance controls 171
- first-mover advantage 115
- Five Forces of competition 30
- fixed costs, of advertising 126–127
- fixed-effects estimation 262
 - compared with random-effects estimation 263, 264–269
- General Electric 11, 14
- genetically modified seeds 85
- Goretex 132
- gross margins, in PIMS and COMPUSTAT 46, 64
- growth–share matrix 12, 13, 14
- Hausman endogeneity test 226, 227, 230
- Hewlett-Packard 60
- Heywood cases 171
- Hoover Institution 85
- industry structure analysis 30
- information, and advertising 127
- innovation
 - consumer-based effects: negative 96; positive 95
 - investment in 80–81
 - new-to-firm, or new-to-market 106, 114
 - and performance, *see* product innovativeness
 - timing 115
- innovation management (IM) 34
- instrumental variable regression, use in marketing strategy research 222, 223–225, 262
- Intel 132
- Interbrand 278
- interfunctional coordination, and product innovation 99
- IRS data, compared with PIMS and COMPUSTAT 41, 42, 50, 53, 65
- Jobs, Steve 80
- joint ventures 275
- Kimberley-Clark 85
- line extension advantage 81–82
- Linux 285
- LISREL model 65, 154, 156, 158, 183
- loyalty metrics 280
- loyalty programs 275
- Lydia Pynkham data 182
- managerial ability, as omitted variable 223
- manufacturing, financial variables in PIMS and COMPUSTAT 49–53
- market definition, under PIMS 13
- market pioneer advantage
 - in concentrated and fragmented markets 76–77
 - in consumer goods 73–75
 - exceptions 82
 - in high-technology markets 83–84
 - in industrial goods 75–76
 - international comparison 83
 - and return on investment 77–79

- skill and resource differences 79
- survival rates 79–80
- see also* line extension advantage; market share–pioneering model
- market share 12–14
 - coefficient estimates 247
 - and market size 59
 - measurement of 12, 265; in PIMS and SIC codes 56–57
 - of pioneers 73–75, 76–77, 79; and mature pioneers 84–85
 - and profitability 154, 260–262, 268, 269, 278
 - and purchase cost of product 76
 - and ROA 58
 - relationship with ROI 17, 19, 21–22; ROI models 20, 21, 196–198, 267
 - see also* fixed-effects estimation
- market share–pioneering model, tests on 230–242
- market value added (MVA) 277
- marketing spending, in PIMS and COMPUSTAT 46
- marketing strategy 29, 33
 - and growth 85
 - need for standards and definitions and shareholder value 43
 - testing failure 220–221
 - transactional or relational 34
- Microsoft 82, 84
- Monsanto 85
- Motorola 143
- New Economics of Industrial Organization, and structure–conduct–performance paradigm 281–282
- order of entry, *see* market pioneer advantage
- overidentifying restrictions, Basmann’s test 225, 236
- P&G 84–85, 87, 144
 - Pampers 84–85
- panel model estimation 158
- patent protection 75
- perceived product quality, and market share 74, 75, 182
- performance definition 94
 - competing perspectives 95–96
 - financial or marketplace goods or goods and services 110
 - high-technology or low-technology industries 110
 - measurement factors 111; subjective or objective measures 107; relative or absolute measures 108
 - new product or non-new product data 109
 - source of information
 - timing of information 109
- performance models 190–191
 - composite–component identity 191–193
 - with composite dependent variable 193–194
 - with composite independent variable 194–195
 - instrumental variable based procedure 199, 200–201, 202, 203, 211
 - interpreting coefficients 201–202, 258
 - mixed models 195–198
 - simultaneous systems 198
- pioneer variable 234, 235, 240
 - specification tests 236
- price difference measures 143–145
- prices
 - effect on advertising 127–128
 - retail or manufacturer level 129
- product advantage 34, 99
- product innovativeness, and performance 92, 101, 111–114
 - correlation analysis 97–98, 100
 - definitions of 94, 114; competing perspectives 95–96; importance of definition 111–114
 - level of analysis 98
 - identification of moderators 98–100, 106–110, 112, 116; contextual and measurement variables 102–105, 111; omitted variable bias 99, 101–102, 109
 - research on success or failure 92–93, 96–97, 115–116
 - role of timing 115

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)

306

Subject index

- product-line breadth advantage
 - coefficient estimates 239, 252
 - consumer goods 74
 - endogeneity testing 235
 - industrial goods 75
 - specification tests 236, 240, 253
- product newness 107
 - and meaningfulness 107
- product purchase cost, and market share 76
- product quality
 - coefficient estimates 237, 250
 - and cost 169–170, 180
 - impact on market share 177–179, 180
 - role in PIMS 98
 - and price 139, 142, 170, 179
 - and profitability 154, 170, 179, 180
 - specification tests 238, 251
- Profit Impact of Marketing Strategy (PIMS)
 - comparison with COMPUSTAT 41–65
 - data collection 60, 64
 - database 7, 8–10, 11–12; use of 17, 23, 189
 - future direction 280–283, 284–285
 - market pioneers 87–88
 - market share 12–14
 - origins 6
 - performance outcomes 35
 - positive feedback 283–284
 - quality, role of 35
 - questionnaire design 7–11, 15
 - reaction to 16, 19–23
 - research reports on 18
 - Rule of 3 and 4 15–16
 - sources of advantage 34
 - strategy, advances in 38
 - update on PIMS UK 274
 - variable definition 66, 146–148
- profitability, treatment in PIMS and COMPUSTAT 48–49
- R&D measures
 - in high-technology markets 66
 - and market pioneers 80
 - in PIMS and COMPUSTAT 48, 64
 - valuation of 67, 70
- random-effects estimation *see*
 - fixed-effects estimation
- RE model 167, 183
- RECEV model 161, 166, 168, 169, 183–184
 - advantages of 161
 - autoregressive effects 171
 - time-invariant controls 171
- relational advantage 34
- relative prices
 - coefficient estimates 241, 254
 - and marketing 136, 137, 139, 140, 145
 - specification tests 236, 242, 255
 - see also* total marketing costs
- residual income, *see* economic value added
- resource-based view, of firm strategy
 - 32, 32–33, 37, 38, 155, 275
 - controlling for unobservables 155
- return on investment (ROI)
 - and entry strategy 77–79, 82
 - and innovation 114
- revenue management strategies 275–276
- revenue premium 278
- Reynolds International Pen 73
- Royal Crown Cola 73
- Rule of 3 and 4 15–16
- sales data, in PIMS and COMPUSTAT 46, 64
- sales, general and administrative costs (SG&A) 46, 131
- salesforce
 - importance of 141
 - and key account management programs 276
 - and prices 136–138
 - ratio to media spending 130–131, 132; in business-to-business sector 132
 - spending on 130–132
- Samsung 38
- SAS 65, 158
- self-evaluation 23–24, 25
 - line-of-business focus 25
 - reliability 24, 26
- selling price, comparability of 144

Cambridge University Press

0521840538 - The Profit Impact of Marketing Strategy Project: Retrospect and Prospects

Edited by Paul W. Farris and Michael J. Moore

Index

[More information](#)*Subject index*

307

- served market 13
 bias in PIMS database 57–59, 63, 64
- services
 data in PIMS and COMPUSTAT 49
 and innovation 110, 114
- shakeouts 14
 and Rule of 3 and 4 16
- share-of-requirements 280
- shareholder value 277, 278
- simultaneous equation marketing models
 coefficient estimates 233
 descriptive statistics 232
 endogeneity testing 227
 specification tests 236
 variable definitions 231
see also Hausman endogeneity test
- skills and resources, of market pioneers 79
- sources–positions–performance framework 28, 29
 and PIMS 33
- Southwest Airlines 17
- SPSS 65
- Stern-Stewart 277
- strategic business units, and research 7, 11, 189
- Strategic Planning Institute (SPI) 12, 65, 66
- strategy
 exceptions to rules 37–38
 and long-range planning 29
 and PIMS program 30, 281
 and positional advantage 30, 34–35
 process 32
 research 35–37, 38, 180–182
 and sources of advantage 31
- structure–conduct–performance paradigm 30, 195, 281; *see also* advertising–profit relationship
- supply chain management (SCM) 34
- technological orientation, of product innovation 99
- technology, newness of 107
- timing, of innovation 115
- total marketing costs
 and prices 124–125, 133, 135, 137, 138–139, 140, 142
 and profitability 141
 ratios 148
see also advertising expenditure; product quality; salesforce
- transition economies, objective performance measurement 25
- unobserved variables, control methods
 baseline model 158–160, 164, 165;
 autoregressive effects 161–163;
 time-invariant effects 160–161, 166–169
 structural equation modeling approach 163–164; effects of product quality 166
- variable definition
 in COMPUSTAT 67
 in PIMS 66
- vertical prices 144–145
- Virgin Airlines 38
- Wal-Mart 17, 144, 278, 279
- Welch, Jack 14
- yield and revenue management programs 276