

Cambridge University Press

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

Edited by Paul W. Farris and Michael J. Moore

Table of Contents

[More information](#)

## Contents

<i>List of figures</i>	page vii
<i>List of tables</i>	viii
<i>Notes on contributors</i>	xii
<i>Acknowledgments</i>	xvii
Introduction	1
<i>Paul W. Farris and Michael J. Moore</i>	
1 The PIMS project: vision, achievements, and scope of the data	6
<i>Paul W. Farris with John U. Farley</i>	
2 Putting PIMS into perspective: enduring contributions to strategic questions	28
<i>George S. Day</i>	
3 PIMS and COMPUSTAT data: different horses for the same course?	41
<i>D. Eric Boyd, Paul W. Farris, and Lutz Hildebrandt</i>	
4 Order of market entry: empirical results from the PIMS data and future research topics	73
<i>William T. Robinson and Mark Parry</i>	
5 Does innovativeness enhance new product success? Insights from a meta-analysis of the evidence	92
<i>David M. Szymanski, Michael Kroff, and Lisa C. Troy</i>	
6 Marketing costs and prices: an expanded view	124
<i>David J. Reibstein, Yogesh Joshi, and Paul W. Farris</i>	

Cambridge University Press

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

Edited by Paul W. Farris and Michael J. Moore

Table of Contents

[More information](#)

vi		<i>Contents</i>
7	The model by Phillips, Chang, and Buzzell revisited – the effects of unobservable variables <i>Lutz Hildebrandt and Dirk Temme</i>	153
8	Causation and components in market share–performance models: the role of identities <i>Kusum L. Ailawadi and Paul W. Farris</i>	188
9	Cargo cult econometrics: specification testing in simultaneous equation marketing models <i>Michael J. Moore, Ruskin Morgan, and Judith Roberts</i>	218
10	PIMS and the market share effect: biased evidence versus fuzzy evidence <i>Markus Christen and Hubert Gatignon</i>	260
11	PIMS in the new millennium: how PIMS might be different tomorrow <i>Paul W. Farris and Michael J. Moore with Keith Roberts</i>	272
	<i>Select bibliography</i>	287
	<i>Author index</i>	298
	<i>Subject index</i>	303