



This is “References”, appendix 1 from the book [Competitive Strategies for Growth \(index.html\)](#) (v. 1.0).

This book is licensed under a [Creative Commons by-nc-sa 3.0](http://creativecommons.org/licenses/by-nc-sa/3.0/) (<http://creativecommons.org/licenses/by-nc-sa/3.0/>) license. See the license for more details, but that basically means you can share this book as long as you credit the author (but see below), don't make money from it, and do make it available to everyone else under the same terms.

This content was accessible as of December 29, 2012, and it was downloaded then by [Andy Schmitz](#) (<http://lardbucket.org>) in an effort to preserve the availability of this book.

Normally, the author and publisher would be credited here. However, the publisher has asked for the customary Creative Commons attribution to the original publisher, authors, title, and book URI to be removed. Additionally, per the publisher's request, their name has been removed in some passages. More information is available on this project's [attribution page](http://2012books.lardbucket.org/attribution.html?utm_source=header) (http://2012books.lardbucket.org/attribution.html?utm_source=header).

For more information on the source of this book, or why it is available for free, please see [the project's home page](#) (<http://2012books.lardbucket.org/>). You can browse or download additional books there.

Chapter 10

References

10 things Microsoft did to make Windows 7 a success. (2010, March 4). *eWeek*. Retrieved from <http://www.eweek.com/c/a/Enterprise-Applications/10-Things-Microsoft-Did-to-Make-Windows-7-a-Success-613232/>

Ali, S. (2010, January 28). iPad vs. Kindle. who wins? Wall Street Journal, Blogs: Technology News and Insights. Retrieved from <http://blogs.wsj.com/digits/2010/01/28/ipad-vs-kindle-who-wins/>

Apple's iPad: Pros, cons, and toss-ups. (2010, January 27). *ConsumerReports.org*. Retrieved from <http://blogs.consumerreports.org/electronics/2010/01/apple-ipad-tablet-iphone-ipod-touch-review-pros-cons-entertainment-work-price-data-itunes.html>

Arnst, C. (2003, April 8). Count calories, not carbs. *BusinessWeek*. Retrieved from http://www.businessweek.com/technology/content/apr2003/tc2003048_5670_tc024.htm

Bachman, J. (2009, October 14). Southwest says passengers flee bag fees. *BusinessWeek*.

Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 27(1), 99–120.

Berg, J., Matthews, J., O'Hare, C. (2007). Measuring brand health to improve top-line growth. *MIT Sloan Management Review*, 49 (Fall) 61–68.

Berry, L., & Seltman, K. (2008). *Management lessons from Mayo clinic*. New York, NY: McGraw-Hill.

Better Business Bureau. (2004, May 4). Better Business Bureau analysis of cell phone complaints reveals root causes of customer dissatisfaction. Retrieved from <http://www.bbb.org/us/article/better-business-bureau-analysis-of-cell-phone-complaints-reveals-root-causes-of-customer-dissatisfaction-470>

Bettman, J. R. (1979). *Information processing theory of consumer choice*. Reading, MA: Addison-Wesley.

Beverage industry analysis and statistics. (2010, July). IBISWorld, p. 24.

Binkley, C. (2009, November 6). Famous fashion label: The sequel: Chanel had nothing on Vionnet; can a legend be resurrected? *Wall Street Journal*.

Boyatzis, R. (1982). *The competent manager: A model for effective performance*. New York, NY: John Wiley.

Brown, D. (2010, January 28). Apple iPad—5 ways Amazon Kindle can still win. *BNET*. Retrieved from <http://www.bnet.com/blog/media/apple-ipad-5-ways-amazon-kindle-can-still-win/6162>

Burke, S. J. (2008). Market success requirements, capability requirements, and positioning: A tool for identification and linking. *The Business Review, Cambridge*, 11, 26–31.

Burton, T. M. (2004, September). Approval of neck stent spurs debate over stroke prevention. *Wall Street Journal*, p. B1.

Byron E. (2007, July 16). P&G's global target. *Wall Street Journal*, p. A1.

Byron, E. (2007, September 4). How P&G led also-ran to sweet smell of success. *Wall Street Journal*, p. B2.

Carrns, A. (2007, March). Branching out—Banks court a new client: The low-income earner. *Wall Street Journal*, p. A1.

Chandler, A. (1990). *Scale and scope*. Cambridge, MA: Belknap Press.

Christensen, C. (1997). *The innovator's dilemma: When new technologies cause great firms to fail*. Boston, MA: Harvard Business Press.

Christensen, C., Anthony, S. D., Berstell, G., & Nitterhouse, D. (2007). Finding the right job for your product. *MIT Sloan Management Review*, 48 (Spring), 38–47.

Churchill, G. A. (1999). *Marketing research* (7th ed.). Fort Worth, TX: Dryden Press.

Cohen, W. M., & Levinthal, D. A. (1990). Absorptive capacity: A new perspective on learning and innovation. In R. L. Cross & S. B. Israelit (Eds.), *Strategic learning in a knowledge economy: Individual, collective, and organizational learning process*. Woburn, MA: Butterworth-Heinemann.

Commoditization (n.d.). In *Investopedia*. Retrieved from <http://www.investopedia.com/terms/c/commoditization.asp>

Compeau, L., Grewal, D., & Chandrashekar, R. (2002). Comparative price advertising: Believe it or not. *Journal of Consumer Affairs*, 36(2), 284–294.

Coyne, K. P., & Horn, J. (2009). Predicting your competitor's reaction. *Harvard Business Review*, 90–97.

Crocs, Inc. reports 2010 first quarter financial results. (2010, May 6). *Business Wire*. Retrieved from <http://company.crocs.com/news-releases/crocs-inc-reports-2010-first-quarter-financial-results/>

D'Aveni, R. (1994). *Hypercompetition*. New York, NY: Free Press.

D'Aveni, R. (2007). Mapping your competitive position. *Harvard Business Review*.

Davis, H. L., Hoch, S. J., & Easton Ragsdale, E. K. (1986). An anchoring and adjustment model of spousal predictions. *Journal of Consumer Research*, 13, 25–37.

Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58, 37–52.

Day, G. S., & Nedungadi, P. (1994). Managerial representations of competitive advantage. *Journal of Marketing*, 58, 31–44.

Dhalla, N.K., & Yuspeh, S. (1976). Forget the product life cycle concept! *Harvard Business Review*, 102–111.

Dickson, P. R. (1992). Toward a general theory of competitive rationality. *Journal of Marketing*, 56(1), 69–83.

Dickson, P. R. (1997). *Marketing management*. Fort Worth, TX: Dryden Press.

Dubois, D. (2003). What are competencies and why are they important? *Career Planning and Adult Development Network*, 18(4), 7–18.

Dubois, D., & Rothwell, W. J. (2000). *The competency toolkit*. Amherst, MA: Human Resource Development Press.

Espinoza, J. (2010, March 11). E-Reading on the road: A guide. *Wall Street Journal*. Retrieved from <http://online.wsj.com/article/SB10001424052748703625304575115401843583236.html>

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.

Fredrix, E. (2010, April 13). AT&T rebrands self, shelves ad spat with Verizon. *Associated Press Newswires*.

Gale, B. T. (1994). *Managing customer value*. New York, NY: The Free Press.

Gelb, M. (2003). *More balls than hands: Juggling your way to success by learning to love your mistakes*. New York, NY: Prentice-Hall.

Gerstner, L. V. (2002). *Who says elephants can't dance? Inside IBM's historic turnaround*. New York, NY: HarperCollins.

Gurel, O. (2006, July 24). Drug-eluting stent market: \$5 Billion turning on a dime. *MedTech Futures*. Retrieved from <http://www.midwestbusiness.com/news/viewnews.asp?newsletterID?15086>.

Haberkorn, J. (2008, May 30). Frustrated U.S. travelers forgo 41 million flights. *Washington Times*, Business section, p. 8.

Hambrick, D. C. (1982). Environmental scanning and organizational strategy. *Strategic Management Journal*, 3, 159–174.

Harreld, J. B., O'Reilly III, C. A., & Tushman, M. L. (2007). Dynamic capabilities at IBM: Driving strategy into action. *California Management Review*, 49(4) 21–43.

Higgins, M. (2008, June 1). Believe it or not, someone's listening. *The New York Times*, Practical Traveler-Customer Services section, p. 6.

Hoch, S. J. (1988). Who do we know: Predicting the interests and opinions of the American consumer. *Journal of Consumer Research*, 15, 315-324.

Hogan, B. (1957). *Five Lessons: The modern fundamentals of golf*. New York, NY: Barnes.

Hui, M. K., & Zhou, L. (1996). How does waiting duration information influence customers' reactions to waiting for services? *Journal of Applied Social Psychology*, 26(19), 1702-17.

iPad vs. Kindle vs. HP slate: A close look. (2010, January 27). *Electronista*. Retrieved from <http://www.electronista.com/articles/10/01/27/apple.banking.on.color.and.apps>

Jaroslovsky, R. (2009, December 7). Nook chases kindle at snail's pace. *BusinessWeek*. Retrieved from http://www.businessweek.com/technology/content/dec2009/tc2009127_591187.htm

Johannes, L. (2004, September 1). Boston Scientific says share of stent market has rebounded. *Wall Street Journal*.

Joseph, D. (2009, May 27). The GPS revolution: Location, location, location. *Businessweek.com*. Retrieved from http://www.businessweek.com/innovate/content/may2009/id20090526_735316.htm

Kamp, J. (2010, February 2). Boston Scientific to pay J&J \$1.73B to settle stent patent disputes. *Wall Street Journal*. Retrieved from <http://online.wsj.com/article/SB10001424052748704107204575039430685168478.html>

Kano, N. (1995). Upsizing the organization by attractive quality creation. In G. K. Ganji (Ed.), *Total quality management, proceedings of the First World Congress*, pp. 60-72. London, England: Chapman & Hall.

Katz, A. (2008, July 8). State of the auto insurance market: An interview with Jon Swallen of TNS Media Intelligence [Web log post]. Retrieved from <http://blog.compete.com/2008/07/08/auto-insurance-ad-jon-swallen-allstate-geico-progressive-state-farm/>

- Keller, K., Aperia, T., & Georgson, M. (2008). *Strategic brand management* (3rd ed.). New York, NY: Pearson Education Limited.
- Kim, W. C., & Mauborgne, R. (2005). *Blue ocean strategy*. Boston, MA: Harvard Business School Publishing.
- Kim, W. C., & Mauborgne, R. (1997). Value innovation: The strategic logic of high growth. *Harvard Business Review*, 75, 102–112.
- Kirca, A. H., Jayachandran, S., & Bearden, W. O. (2005). Market orientation: A meta-analytic review and assessment of its antecedents and impact on performance. *Journal of Marketing*, 69, 24–41.
- Kohli, A., & Jaworski, B. (1990). Market orientation: The construct, research propositions, and managerial implications. *Journal of Marketing*, 54, 1–18.
- Kordupleski, R. (2003). *Mastering customer value management*. Randolph, NJ: Customer Value Management.
- Kumar, B. (2004). *Marketing as strategy*. Boston, MA: Harvard Business School Publishing.
- Kuo, Y-F. (2004). Integrating Kano's model into web-community service quality. *Total Quality Management*, 15, 925–939.
- Larrece, J. C. (2008a). *The momentum effect: How to ignite exceptional growth*. Upper Saddle River, NJ: Wharton School Publishing.
- Larrece, J. C. (2008b). Momentum strategy for efficient growth: When the sumo meets the surfer. *International Commerce Review*, 8 (Autumn), 23–34.
- Levitt, T. (1980). Marketing success through differentiation—of anything. *Harvard Business Review*, 83–91.
- MacMillan, I., & McGrath, R. G. (1997). Discovering new points of differentiation. *Harvard Business Review*.
- Madison, D. S. (2005). *Critical ethnography*. Thousand Oaks, CA: Sage.

Miller, D., & Friesen, P. H. (1982). Innovation in conservative and entrepreneurial firms: Two models of strategic momentum. *Strategic Management Journal*, 3(1), 1–25.

Mintzberg, H. (1994). The rise and fall of strategic planning. *Harvard Business Review*. January–February. 107–114.

Miskell, P. (2005, January 17). How Crest made business history. *Harvard Business School Working Knowledge*. Retrieved from <http://hbswk.hbs.edu/archive/4574.html>

Mohammed, R. (2010, March 2). A new pricing plan to lure “dormant” customers. *BusinessWeek*. Retrieved from http://www.businessweek.com/smallbiz/content/mar2010/sb2010032_742820.htm?link_posit

Mohl, B. (2006, July 10). Meet the corporate research department. *Boston Globe*. Retrieved from http://www.boston.com/business/articles/2006/07/10/meet_the_corporate_research_department/?page=2.

Montgomery, D. B., Moore, M., & Urbany, J. E. (2005). Reasoning about competitive reactions: Evidence from executives. *Marketing Science*, 24 (Winter), 138–149.

Moon, Y. (2010). *Different: Escaping the competitive herd*. New York, NY: Crown Business.

Moore, M., & Urbany, J. E. (1994). Blinders, fuzzy lenses, and the wrong shoes: Pitfalls in competitive conjecture. *Marketing Letters*, 5(3), 247–258.

Moore’s Law. Wikipedia. Retrieved from http://en.wikipedia.org/wiki/Moore%27s_law.

Moorman, C. (1998). Market-level effects of information: Competitive responses and consumer dynamics. *Journal of Marketing Research*, 35, 82–98.

Most important factors in buying a car. (2010, January). *Consumer Reports*.

Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 20–35.

Ohnsman, A., & Cha, S. (2009, December 28). Restyling Hyundai for the luxury market. *BusinessWeek*.

Oliver, R. L. (1977). Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation. *Journal of Applied Psychology*, *62*, 480–486.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, *17*, 460–469.

Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York, NY: McGraw-Hill.

Oxenfeldt, A. R., & Moore, W. L. (1978). Customer or competitor: Which guideline for marketing? *Management Review*, *67*, 43–48.

Parasuraman, A., Zeithaml, V., & Berry, L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, *49*, 41–50.

Parry, M. (2002). *Strategic marketing management: A means-end approach*. New York, NY: McGraw-Hill.

Peters, C., Thom, J., McIntyre, E., Winters, M., Teschke, K., & Davies, H. (2005). *Noise and hearing loss in musicians*. Retrieved from <http://www.musicmotion.com/content/mim/pdfs/hearinglossmusicians.pdf>

Porter, M. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. New York, NY: Free Press.

Porter, M. (1985). *Competitive advantage: Creating and sustaining superior performance*. New York, NY: Free Press.

Porter, M. E. (1996). What is strategy? *Harvard Business Review*.

Prahalad, C. K., & Ramaswamy, V. (2000). Co-opting customer competence. *Harvard Business Review*, *78*, 79–87.

- Rangan, V. K., & Bowman, G. T. (1992). Beating the commodity magnet. *Industrial Marketing Management*, 21, 215–224.
- Rigsby, J. and Greco, G. (2003). *Mastering strategy: Insights from the world's greatest leaders and thinkers*. New York, NY: McGraw-Hill.
- Rao, V. R., & Steckel, J. H. (1998). *Analysis for strategic marketing*. Reading, MA: Addison-Wesley.
- Reynolds, T. J. (2006). Methodological and strategy development implications of decision segmentation. *Journal of Advertising Research*, 445–461.
- Reynolds, T. J., and Gutman, J. (1988). Laddering theory, method, analysis and interpretation. *Journal of Advertising Research*, 28(1), 11–31.
- Saad, O., & Hill, S. (2010, February 25). Credit Suisse identifies 27 great brands of tomorrow. *The Street*. Retrieved from <http://www.thestreet.com/story/10689574/credit-suisse-identifies-27-great-brands-of-tomorrow.html>
- Sains, A. (2004, April 26). Marimekko is looking groovy again. *BusinessWeek*.
- Salter, C. (1998, October 31). Progressive makes big claims. *Fast Company*, 19. Retrieved from <http://www.fastcompany.com/magazine/19/progressive.html>
- Sarvary, M., & Elberse, A. (2006). Market segmentation, target market selection, and positioning, pp. 85–97. In A. Silk (Ed.), *What is Marketing?* Boston, MA: Harvard Business School Press.
- Sauer, P. J. (2007, June 1). More volume! *Inc*. Retrieved from <http://www.inc.com/magazine/20070601/features-more-volume.html>
- Schroder, M. (2009, October 23). Getting to the bottom of things. *Quirk's marketing research review*, 26–29.
- Selden, L. & MacMillan, I. C. (2006). Manage customer-centric innovation—systematically. *Harvard Business Review*.

- Sheth, J., Sisodia, R. S., & Sharma, A. (2000). The antecedents and consequences of customer-centric marketing. *Journal of the Academy of Marketing Science*, 28(1).
- Slater, S. F., & Narver, J. C. (2000). The positive effect of a market orientation on business profitability: A balanced replication. *Journal of Business Research*, 48, 69–73.
- Solsman, J. E., & Ziobro, P. (2010, May 4). New recipe lifts Domino's profit. *Wall Street Journal*.
- Stanford, D. (2010, April 26). Tang gets a second rocket ride. *Bloomberg Businessweek*, 32–34.
- Stiglitz, J. E., & Mathewson, G. F. (1986). *New developments in the analysis of market structure*. Cambridge, MA: MIT Press.
- Sullivan, A. (1995, January 30). Mobil bets drivers pick cappuccino over low prices. *Wall Street Journal*, p. B1.
- Thaler, R. (1985). Mental accounting and consumer choice. *Marketing Science*, 4, 199–214.
- Tomlinson, C. (2000). Reconcilable differences? Standards-based teaching and differentiation. *Educational Leadership*, 58(1).
- Tully, S. (2004, May 31). Blood feud. *Fortune*.
- Urbany, J. E., Bearden, W. O., & Weilbaker, D. C. (1988). The effect of plausible and exaggerated reference prices on consumer perceptions and price search. *Journal of Consumer Research*, 15, 95–110.
- Urbany, J. E., Dickson, P. R., and Key, R. (1991). Actual and perceived consumer vigilance in the retail grocery industry. *Marketing Letters*, 2(1), 15–25.
- Urbany, J. E. & Montgomery, D. B. (1998). Rational strategic reasoning: An unnatural act? *Marketing Letters*, 9, 285–299.
- U.S. airlines last year made \$7.8 billion in fees. (2010, May 3). *Associated Press*.

Von Hippel, E. (1988). *The sources of innovation*. New York, NY: Oxford University Press.

Wansink, B. (2003). Using laddering to understand and leverage a brand's equity. *Qualitative Market Research*, 6(2), 111–118.

Warner, F. (2004). Ethics? Ask a first grader. *Fast Company*, 83.

Wernerfelt, B. (1984). A resource-based view of the firm *Strategic Management Journal*, 5, 171–180.

Wilkie, W. L. (1994). *Consumer behavior* (3rd ed.). New York, NY: John Wiley.

Winer, R. (2004). *Marketing management*. Upper Saddle River, NJ: Prentice-Hall.

Winslow, R. (1998, September 18). Missing a beat: How a breakthrough quickly broke down for Johnson & Johnson. *Wall Street Journal*, p. A1+.

Wipperfurth, A. (2005). *Brand hijack*. London: Penguin Books.

Wirthwein, C. (2008). *Brand busters: 7 common mistakes marketers make*. Ithaca, NY: Paramount Market Publishing.

Young, B. (2010, April 20). Brand repositioning: How to save an “uncool” product. *Pacesetter Global*. Retrieved from <http://www.pacesetterglobal.com/2010/04/20/brand-repositioning-how-to-save-an-uncool-product/>

Zaltman, G., & Zaltman, L. (2008). *Marketing metaphoria: What deep metaphors reveal about the minds of consumers*. Boston, MA: Harvard Business School Press.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-ends model and synthesis of evidence. *Journal of Marketing*, 52, 2–22.