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# Harvard Marketing Simulation Solution

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Harvard Business Review Library: Planning & control. 11 v  
Differential Forms and Applications  
The Journey of Strategic Management  
Marketing Strategy  
Real World Cases and Data Sets for Hands on Learning  
Analytics at Work  
Aligning Strategy and Sales  
JMR, Journal of Marketing Research  
Marketing Analytics  
Data-Driven Techniques with Microsoft Excel  
Harvard Business Review Library: Marketing. 8 v  
Build, Borrow, Or Buy  
And Other Ways Our Intuitions Deceive Us  
The Choices, Systems, and Behaviors that Drive Effective Selling  
Leadership, Innovation, Technology  
Introduction to Probability  
Fundamentals of Business Marketing Research  
Proceedings, Southern Marketing Association  
Making Strategy  
Playing to Win  
Based on First Principles and Data Analytics  
Cutting-edge Marketing Analytics  
Solving the Growth Dilemma  
Proceedings of the 1983 Academy of Marketing Science (AMS) Annual Conference  
A Matrix Approach  
HBR Guide to Data Analytics Basics for Managers (HBR Guide Series)

Customer Engagement Marketing  
An Information Systems Approach  
Higher Expectations  
The Future of Boards  
Critical Perspectives on Business and Management  
Virtual Environments for Corporate Education: Employee Learning and Solutions  
Accounting  
Smarter Decisions, Better Results  
Big Data, Analytics, and the Future of Marketing & Sales  
HBR's 10 Must Reads on Strategy (including featured article "What Is Strategy?" by Michael E. Porter)  
Designing and Developing Digital and Blended Learning Solutions  
Marketing and Selling Technology Project  
Elementary Linear Algebra

*Harvard Marketing  
Simulation Solution*

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## **ALBERT HARVEY**

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**Harvard Business Review Library:  
Planning & control. 11 v** Harvard  
Business Press

The classic Marketing Management is an undisputed global best-seller - an encyclopedia of marketing considered by many as the authoritative book on the subject. This third European edition keeps the accessibility, theoretical rigour and managerial relevance - the heart of the

book - and adds: \* A structure designed specifically to fit the way the course is taught in Europe. \* Fresh European examples which make students feel at home. \* The inclusion of the work of prominent European academics. \* A focus on the digital challenges for marketers. \* An emphasis on the importance of creative thinking and its contribution to marketing practice. \* New in-depth case studies, each of which integrates one of the major parts in the book. This textbook covers admirably the wide range of concepts and issues and accurately reflects the fast-moving pace of marketing in the modern

world, examining traditional aspects of marketing and blending them with modern and future concepts. A key text for both undergraduate and postgraduate marketing programmes.

**Differential Forms and Applications**  
Harvard Business Press

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This

collection of articles, videos, interviews, and slideshows highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

The Journey of Strategic Management

Springer Science & Business Media

As a follow-up to the successful *Competing on Analytics*, authors Tom Davenport, Jeanne Harris, and Robert Morison provide practical frameworks and tools for all companies that want to use analytics as a basis for more effective and more profitable decision making. Regardless of

your company's strategy, and whether or not analytics are your company's primary source of competitive differentiation, this book is designed to help you assess your organization's analytical capabilities, provide the tools to build these capabilities, and put analytics to work. The book helps you answer these pressing questions: What assets do I need in place in my organization in order to use analytics to run my business? Once I have these assets, how do I deploy them to get the most from an analytic approach? How do I get an analytic initiative off the ground in the first place, and then how do I sustain analytics in my organization over time? Packed with tools, frameworks, and all new examples, *Analytics at Work* makes analytics understandable and accessible and teaches you how to make your company more analytical.

**Marketing Strategy** Pearson Education  
A brand new textbook with an innovative and exciting approach to marketing strategy. Moving away from the outdated 4Ps model to a new approach that reflects real-world companies responding to a differing and dynamic customer base. Research-based and action-orientated, it

equips students with the tools to succeed in today's competitive markets.

*Real World Cases and Data Sets for Hands on Learning* CRC Press

Here is the bestselling guide that created a new game plan for marketing in high-tech industries. *Crossing the Chasm* has become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace. *Analytics at Work* Harvard Business Press  
"The best sales book of the year" — strategy+business magazine  
That gap between your company's sales efforts and strategy? It's real—and a huge vulnerability. Addressing that gap, actionably and with attention to relevant research, is the focus of this book. In *Aligning Strategy and Sales*, Harvard Business School professor Frank Cespedes equips you to link your go-to-market initiatives with strategic goals. Cespedes offers a road map to articulate strategy in ways that people in the field can understand and that will fuel the behaviors

required for profitable growth. Without that alignment, leaders will press for better execution when they need a better strategy, or change strategic direction with great cost and turmoil when they should focus on the basics of sales execution. With thoughtful, clear, and engaging examples, *Aligning Strategy and Sales* provides a framework for diagnosing and managing the core levers available for effective selling in any organization. It will give you the know-how and tools to move from ideas to action and build a sales effort linked to your firm's unique goals, not a generic selling formula. Cespedes shows how sales efforts affect all elements of value creation in a business, whether you're a start-up seeking to scale or an established firm looking to jump-start new growth. The book provides key insights to optimize your firm's customer management activities and so improve selling and strategy.

*Aligning Strategy and Sales* Harvard Business Press

Explains how companies must pinpoint business strategies to a few critically important choices, identifying common blunders while outlining simple exercises

and questions that can guide day-to-day and long-term decisions.

JMR, Journal of Marketing Research John Wiley & Sons

This book approaches strategy-making in a way that is designed to assist most organizations develop strategy appropriate to their size, purpose and resources. It provides a much-needed guide to the strategy-making process by: elaborating the key concepts and theories of strategic management; by illustrating through case vignettes the issues inherent in the process of strategy-making; and by providing extensive and detailed practical guidelines on the methods, techniques and tools employed in the case vignettes. Key themes explored are: the crucial significance of political feasibility; the role of participation; emphasis on stakeholder management; thinking about alternative futures within the overall process of strategy-making.

Marketing Analytics John Wiley & Sons

"This book should be used by human resource managers, corporate educators, instructional designers, consultants and researchers who want to discover how people use virtual realities for corporate education"--Provided by publisher.

*Data-Driven Techniques with Microsoft Excel* Pearson UK

The fourth edition of "Principles and Applications of Electrical Engineering" provides comprehensive coverage of the principles of electrical, electronic, and electromechanical engineering to non-electrical engineering majors. Building on the success of previous editions, this text focuses on relevant and practical applications that will appeal to all engineering students.

*Harvard Business Review Library: Marketing. 8 v Customer Centricity Focus on the Right Customers for Strategic Advantage*

Master practical strategic marketing analysis through real-life case studies and hands-on examples. In *Cutting Edge Marketing Analytics*, three pioneering experts integrate all three core areas of marketing analytics: statistical analysis, experiments, and managerial intuition. They fully detail a best-practice marketing analytics methodology, augmenting it with case studies that illustrate the quantitative and data analysis tools you'll need to allocate resources, define optimal marketing mixes; perform effective

analysis of customers and digital marketing campaigns, and create high-value dashboards and metrics. For each marketing problem, the authors help you: Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what-if scenarios and define optimal solutions Connect your insights to strategic decision-making Each chapter contains technical notes, statistical knowledge, case studies, and real data you can use to perform the analysis yourself. As you proceed, you'll gain an in-depth understanding of: The real value of marketing analytics How to integrate quantitative analysis with managerial sensibility How to apply linear regression, logistic regression, cluster analysis, and Anova models The crucial role of careful experimental design For all marketing professionals specializing in marketing analytics and/or business intelligence; and for students and faculty in all graduate-level business courses covering Marketing Analytics, Marketing Effectiveness, or Marketing Metrics

**Build, Borrow, Or Buy** Psychology Press  
DIVComprehensive treatment offers 115

solved problems and exercises to promote understanding of vector and tensor theory, basic kinematics, balance laws, field equations, jump conditions, and constitutive equations. /div

*And Other Ways Our Intuitions Deceive Us*  
Harvard Business Press

Is your company spending too much time on strategy development—with too little to show for it? If you read nothing else on strategy, read these 10 articles (featuring “What Is Strategy?” by Michael E. Porter).

We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you catalyze your organization's strategy development and execution. HBR's 10 Must Reads on Strategy will inspire you to: Distinguish your company from rivals Clarify what your company will and won't do Craft a vision for an uncertain future Create blue oceans of uncontested market space Use the Balanced Scorecard to measure your strategy Capture your strategy in a memorable phrase Make priorities explicit Allocate resources early Clarify decision rights for faster decision making This collection of best-selling articles includes: featured article "What Is

Strategy?" by Michael E. Porter, "The Five Competitive Forces That Shape Strategy," "Building Your Company's Vision," "Reinventing Your Business Model," "Blue Ocean Strategy," "The Secrets to Successful Strategy Execution," "Using the Balanced Scorecard as a Strategic Management System," "Transforming Corner-Office Strategy into Frontline Action," "Turning Great Strategy into Great Performance," and "Who Has the D? How Clear Decision Roles Enhance Organizational Performance."

**The Choices, Systems, and Behaviors that Drive Effective Selling** Courier Corporation

Edited by Harvard Business School professor Jay W. Lorsch, the preeminent authority on corporate boards, this book gathers the leading voices from business and academia to address the challenges of governance in the 21st century. We are at a crucial juncture in the evolution of business and the economy. We must now reshape the structures and practices of business leadership to avoid going down the same path again. To a large extent this is a question of governance and the role of corporate boards, to help us wrestle

with critical issues like CEO performance and succession, compensation, and forward-looking strategy. In *The Future of Boards*, governance sage Jay Lorsch has gathered thought leaders and some of the most experienced voices at Harvard Business School to describe the moment we are in, identify and analyze the salient issues, and chart a course for the future. Articles include Bill George on how boardroom conflicts can be understood and managed; Krishna Palepu on how directors can gain the knowledge necessary to effectively oversee strategy; Lorsch himself and colleague Rakesh Khurana on how boards can set reasonable compensation while still motivating top talent; and Ken Merchant and Kat Pick on group pathologies in the boardroom and how to overcome them. *The Future of Boards* will be must reading for CEOs, business and industry leaders, policymakers, and anyone involved in influencing and reshaping business in the 21st century.

**Leadership, Innovation, Technology**  
Routledge  
MARKETING STRATEGY, 6e, International Edition edition emphasizes teaching

students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today—helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing plan example for students to follow.

Introduction to Probability John Wiley & Sons

How should you grow your organization? It's one of the most challenging questions an executive team faces—and the wrong answer can break your firm. The problem is most firms' growth strategies emphasize

just one type of growth—some focus on organic growth, others on M&A. When these strategies falter, the common response is simply to try harder—but firms falling into this “implementation trap” usually end up losing out to a competitor whose approach is more inclusive. So where do you start? By asking the right questions, argue INSEAD's Laurence Capron and coauthor Will Mitchell, of the Rotman School of Management at the University of Toronto and Duke University's Fuqua School of Business. Drawing on decades of research and teaching, Capron and Mitchell find that a firm's aptitude for determining the best resource pathways for growth has a defining impact on its success. They've come up with a helpful framework, reflecting practices of a variety of successful global organizations, to determine which path is best for yours. The resource pathways framework is built around three strategic questions: • BUILD: Are your existing internal resources relevant for developing the new resources that you have targeted for growth? • BORROW: Could you obtain the targeted resources via an effective relationship with

a resource partner? • BUY: Do you need broad and deep relationships with your resource provider? Written for large multinationals and emerging firms alike, Build, Borrow, or Buy will help solve a perennial question and will guide you through change while priming your organization for optimal growth.

### **Fundamentals of Business Marketing**

**Research** Thomson South-Western  
In this latest edition of Sales Force Management, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book's reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It's a contemporary classic, fully updated for modern sales management practice. Pedagogical features include: Engaging breakout questions designed to spark lively discussion Leadership challenge assignments and mini-cases to help students understand and apply the

principles they have learned in the classroom Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Plays that enable students to learn by doing A selection of comprehensive sales management cases on the companion website A companion website features an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

### **Proceedings, Southern Marketing**

**Association** Kogan Page Publishers  
Get a thorough review of vital research issues! Fundamentals of Business Marketing Research examines recent industrial/business research, evaluates its current effectiveness, and offers suggestions for future use. This unique book includes and is based on "Business Marketing: A Twenty Year Review," a thorough study of industrial/business research from 1978-1997 with critical commentary from a distinguished panel of business academics and the response of the study's authors. The combination of

critiques, insights, and viewpoints will challenge you to think beyond the traditional role of B2B marketing into a future that's anything but business as usual. Through an unusual format that gives you access to critical academic analysis, Fundamentals of Business Marketing Research presents a comprehensive review of vital research areas, including marketing to businesses/institutions/governments; buyer-seller relationships; computer use for business marketing; industrial segmentation; channel management and development; physical distribution; advertising; and public relations. The book's give-and-take is equally focused on areas that have traditionally received a larger share of the research effort (organizational buyer behavior, business marketing strategy and planning, industrial selling and sales management) and those that have taken a back seat in terms of research attention (computers and ethical business marketing). The original study, its criticisms, and the authors' subsequent assessment spotlight major themes, individual contributions, and future trends in major topic areas,

including: business marketing strategy  
 organizational buying behavior and  
 purchasing management business  
 marketing research methodology  
 products/services pricing management  
 issues distribution/logistics and supply  
 chain management promotion  
 Fundamentals of Business Marketing  
 Research is equally effective as a practical  
 guide for professionals and researchers,  
 and as an academic text for doctoral  
 studies.

#### **Making Strategy** SAGE

A powerful call to action, *Customer Centricity* upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime value. NOT ALL CUSTOMERS ARE CREATED EQUAL. Despite what the tired old adage says, the customer is not always right. Not all customers deserve your best efforts: In the world of customer centricity, there are good customers...and then there is pretty much everybody else. In *Customer Centricity*, Wharton professor Peter Fader, coauthor of the follow-up book *The Customer Centricity Playbook*, helps businesses radically rethink how they

relate to customers. He provides insights to help you understand: Why customer centricity is the new model for success and product centricity must be ushered out. How the ideas of brand equity and customer equity help us understand what kinds of companies naturally lend themselves to the customer-centric model and which ones don't. Why the traditional models for determining the value of individual customers are flawed. How executives can use customer lifetime value (CLV) and other customer-centric data to make smarter decisions about their companies. How the well-intended idea of customer relationship management (CRM) lost its way-and how your company can properly put CRM to use. *Customer Centricity* will help you realign your performance metrics, product development, customer relationship management and organization in order to make sure you focus directly on the needs of your most valuable customers and increase profits for the long term. ALSO AVAILABLE: Once Fader convinces you of the value of customer centricity in this book, *The Customer Centricity Playbook*, with Sarah Toms, will show you where to

get started. "Reveals how to increase profits from your best customers, find more like them, and avoid over-investing in the rest....Decidedly accessible and absolutely necessary." -Jim Sterne, Founding President and Chairman, Digital Analytics Association "Perfect read...It's short (60-90 minutes), clear, and the best summary I've read of why companies should rethink their approach to customers." -Andrew McFarland, SVP, Chief Customer Officer, Black Box "Knowing what your customers are worth is the secret to focusing your time and money where it makes the most difference. You can't be all things to all people, so you need to learn to find out who really matters to your success. Fader makes it clear with great ideas and a readable style." -Andy Sernovitz, author, *Word of Mouth Marketing* THE WHARTON EXECUTIVE ESSENTIALS SERIES The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and filled with real-life



business examples and actionable advice. Wharton Executive Essentials guides offer a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities.

**Playing to Win** Springer

Don't let a fear of numbers hold you back. Today's business environment brings with

it an onslaught of data. Now more than ever, managers must know how to tease insight from data--to understand where the numbers come from, make sense of them, and use them to inform tough decisions. How do you get started? Whether you're working with data experts or running your own tests, you'll find answers in the HBR Guide to Data Analytics Basics for Managers. This book describes three key steps in the data

analysis process, so you can get the information you need, study the data, and communicate your findings to others. You'll learn how to: Identify the metrics you need to measure Run experiments and A/B tests Ask the right questions of your data experts Understand statistical terms and concepts Create effective charts and visualizations Avoid common mistakes