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Strategic Marketing (Mooradian/Matzler)

Strategic Marketing (Mooradian/Matzler) Chapter 2: Situation Assessment - The External Environment 1) Which stage of the marketing process primarily involves monitoring the environment, evaluating the firm's core competencies, and anticipating future events? A) market segmentation B) situation assessment C) budget analysis D) positioning

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(with Kurt Matzler, Lawrence J Ring, Alexander Linder, and Franz Bailom), Innovative Marketing, 6, 1, 2010, 24 - 28 The Interplay of Temperament and Regulatory Focus on Consumer Problem-Solving Modes

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Strategic Marketing 1/e (with Kurt Matzler and Larry J Ring), Upper Saddle River, NJ: Pearson/Prentice Hall, 2011 Strategisches Management: Konzepte und methoden (Strategic [Corporate] Management: Concepts and methods; with Kurt Matzler and Julia Müller), Vienna: Linde International, in press Chapters

Todd A. Mooradian

Strategic Focus, Customer Satisfaction, and Firm Success (with Elisabeth Nocker, Kurt Matzler, and Christian Stadler) analyzing data from secondary sources on firm diversification/focus and success (Tobin's Q, ROI, etc) Books Strategic Marketing (with Kurt Matzler and Larry J Ring), Upper Saddle River, NJ: Pearson/Prentice Hall, 2011

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