

# MARK - MAN

INTEGRATED MARKETING COMMUNICATION

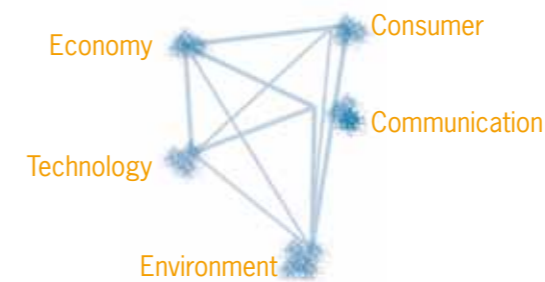
## Mark-Man<sup>®</sup> Navigator

### What's around the Market-corner?

Neue Themenfelder in den weltweit führenden,  
marketing-nahen Fachpublikationen –

Eine Auswahl aus jährlich über 900 internationalen  
Fachaufsätzen von 2004 bis 2008

# What's around the Market-corner? \*



## ECONOMY

2006 - 2008

### Management / Organization

Intellectual Property Rights  
Knowledge Management  
New Strategy Implementation  
Coopetition  
Supplier Integration  
Interfirm Governance  
Asymmetric Competition Management  
Family Firms  
Decision Chain Alignment  
Marketing Performance Measurement

### Finance

Intangible Assets  
Brand Equity  
Structured Finance

### Politics

Environmental Management Competence  
Sustainability Marketing  
Corporate Social Responsibility  
Corporate Citizenship  
Regulations in Advertising  
Muhammad Yunus

### Personality / Leadership

CEO Compensation, CEO Performance  
Leader Rebound  
Salesperson-owned Loyalty  
Employee Satisfaction

2004 - 2005

### Management / Organisation

Perceived Organizational Justice  
Shared Values  
Legitimacy  
Intellectual Property Rights  
Corporate Governance  
Mission Statements  
Resource Based Views  
Knowledge Based Resources

Global Supply Chain  
Sourcing  
New Product Development  
Decision Speed  
CEO-Celebrity

### Finanzen

Foreign Direct Investments  
Linking Marketing to Financial Performance  
Brand Equity  
Transaction Costs  
Green Venture Capital

### Politik

Globalization  
Sustainable Development  
Business Intelligence  
Return to Education  
Euro Adoption in Eastern Countries  
Exchange Rate Validity

## TECHNOLOGY

2006 - 2008

### Applications in Marketing

Neuro Marketing  
Functional Magnetic Resonance Imaging  
Radical Innovation  
Sales Technology Effectiveness  
Open-source CRM

### Applications by Final Customers

Renewable Energy  
Genetically Modified Food

### Technology Networking

Scientist's Work Environment

2004 - 2005

### Standards

IT-Effectiveness

### Anwendungen Marketing

Sales Force Automation  
Customer Relationship Management  
Customer Profiling in E-Commerce  
Radio Frequency Identification

### Anwendung Endkunden

Voice over IP

## COMMUNICATION

2006 - 2008

### New Applications / Style

Multicultural Advertising  
Comparative Advertising  
Web 2.0  
Online Recommendation Systems  
Compliant Websites  
Online Strategy  
Second Life  
Mobile Advertising  
Podcast Advertising  
Mobile Tagging  
Store Environment

### New Contents / Attitudes

Eco Branding  
Art Infusion

### Psychology / Physiology

Brand Credibility  
Media Proliferation  
Trivial Attributes

### Language / Linguistics

Phonetic Symbolisms in Brand Names  
Word-of-Mouth

2004 - 2005

### Neue Anwendungen / Kommunikationsstile

Brand Loyalty Programs  
Brand Lands  
Branding of Commodity Products  
Retro Branding  
Product Placement  
Typeface Design and Impression on Management  
Ambient Media

### Technologische Expansion

Website Advertising & Intensity  
Web enhanced Brand Communities  
Online Two-way Communication

### Neue Inhalte / Einstellungen

Website Effectiveness B2B

### Psychologie / Physiologie

Attention Capture and Transfer in Advertising

## CONSUMER

2006 - 2008

### Sensuousness

Simultaneous Media Experience / Synesthesia  
Emotional Intelligence  
Hedonic Benefits vs. Utilitarian Ben.

### Attitudes

Value Segmentation  
Social Networks  
Lifestyle of Health and Sustainability  
Leisure Trend Measuring  
Consumer Acculturation  
Gender Differences / Roles

2004 - 2005

### Society

Consumer Racism  
Marketplace Discrimination  
Youth Culture Glocalization  
Behavior / Brands  
Fashion Trends Shaping  
Brand and Person Judgments  
Behavioral Tagging  
Consumption Budget Allocation  
Consumer Wallet  
Coarse Thinking  
Leapfrogging

2004 - 2005

### Verhalten / Marken

Self-Brand Connection  
Brand Communities  
Ethnic Representation  
Unconscious Motivation / Morphological Approach  
Emotional Intelligence in Leadership  
Flow

### Gesellschaft

Aging Population

### Sinnlichkeit

Aesthetic Experience  
Scents + Brand Memories  
Kongruenter Duft  
Atmospheric Music  
Influential Haptic Information

### Einstellungen

Consumer Passion  
Ethic Codes  
Kirchen und Glauben  
Customer Resistance  
Perception of Justice in Employee Willingness

## ENVIRONMENT

2006 - 2008

### Problems

Terrorism  
Corruption  
Gray Market Incidents

### Politics

Sarbanes Oxley Act  
Minimum Wage Laws  
Environmental Agreements

### Business Reactions

Social Sponsorships  
Charity Management  
Environmental Labeling

### Critical Reactions

Carbon Neutrality

2004 - 2005

### Wirtschaftsreaktionen

Greening of Industries  
Corporate Environmental Strategy  
Environmental Management Systems  
Corporate Environmental Reporting  
Voluntary Environmental Protection Instruments  
Eco-Industrial Parcs

\* Neue und wiederaufgegriffene Themenfelder in den weltweit führenden, marketing-nahen Fachpublikationen – eine Auswahl aus über 4.500 internationalen Aufsätzen von 2004 bis 2008.

Mark-Man berücksichtigt diese Bezüge in den projektspezifischen Umsetzungen für seine Kunden.

Die Bezeichnung der Themen folgt bis 2005 der Originalsprache der Aufsätze. Ab 2006 werden die Themen der wenigen relevanten deutschen Publikationen übersetzt. Segmente und Sektoren werden seitdem durchgängig in Englisch notiert.

## Quellen

Journal of Marketing, USA  
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Absatzwirtschaft, D  
R & D Management, USA/UK  
Industrial Marketing Management, USA *(bis 2005)*  
Business Strategy and the Environment, USA/UK  
Review of World Economics, D *(bis 2005)*  
Quarterly Journal of Economics, USA *(seit 2006)*  
Journal of Economic Perspectives, USA *(seit 2008)*  
Journal of Applied Psychology, USA *(seit 2006)*

Sie finden eine Übersicht der jeweils neuen Themenfelder der Perioden 1985 bis 1993, 1994 bis 2000 und 2001 bis 2003 im MARK-MAN® Navigator 2003\*.

Dort werden auch das Modell erläutert und die segment-spezifischen Treiber identifiziert. Relevant für die strategisch fundierte Praxis ist die Interdependenz der Segmente.

\* Noch wenige Exemplare verfügbar! Einige Themenfelder sind nach wie vor aktuell!

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