



# **The Profit Impact of Marketing Strategy Project: Retrospect and Prospects**

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This book was first published in 2004. Developments in strategic thinking and econometric methods, alongside fundamental changes in technology and in the nature of competition, argue the need for an in-depth but accessible assessment of the Profit Impact of Marketing Strategy's project. Here, Paul Farris and Michael Moore gather together contributions from experts across the US and Europe to offer a retrospective analysis alongside innovative perspectives on future marketing strategy and performance assessment methods. Appealing to scholars and reflective practitioners interested in fostering practical knowledge about business innovation and changes, this book not only explores ways of thinking about and working with PIMS but also explores the unresolved issues arising from the original data. As the business community renews its attempts to recreate the kind of inter-firm cooperation that produced the PIMS project, sharing many of the ideals, this volume will broadly appeal.



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