

Marketplace

The ISBM Review

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ISBM MISSION:

- *Expand research and teaching in business-to-business marketing in academia...*
- *Improve the practice of business-to-business marketing for member firms in industry...*

PENNSTATE

**SMEAL**
College of Business

Revolutions Behind Us, Evolutions Ahead

This year we celebrate ISBM's 20th anniversary with a special Anniversary Members Meeting focusing on **Building on the Foundation of Value: "Keys to Growing Your Business ...When Markets Aren't."** We'll look closely at new approaches to customer value as well as the fundamentals at the heart of successful business strategies.

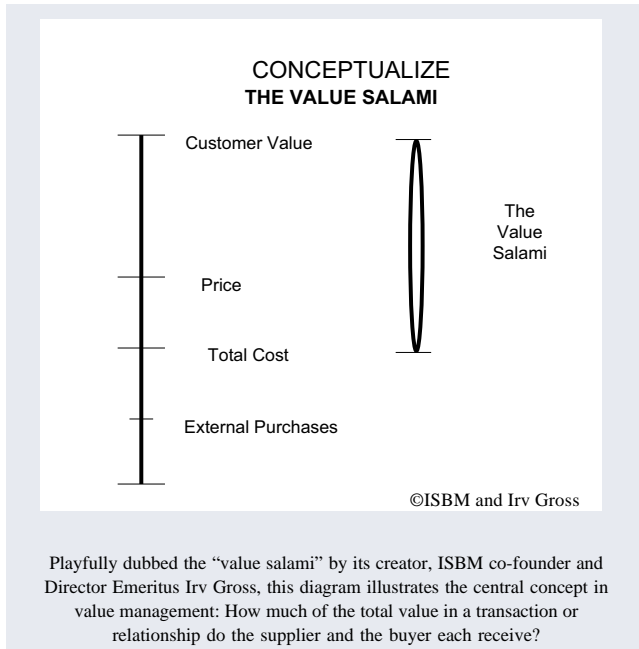
Anniversaries also provoke nostalgic memories and hopeful predictions. So this year, we hope to be as prescient as we were a decade ago, at our Tenth Anniversary Members Meeting. Senior marketing executives from member firms and leading academic researchers in our field grappled with the critical topics of the day, including the challenges posed by the deluge of customer information. Business-to-business marketing "will rely increasingly on the quality and speed of information acquisition, processing, and utilization. Marketing will become increasingly information intensive," said ISBM co-founder Irv Gross. Back in 1993, however, the World Wide Web was just beyond the horizon, its shape unknown and its revolutionary impact on business unknowable. Our conference speakers nonetheless forecast explosive global competition driven by sophisticated database, telecommunications, and "marketing engineering" tools.

Now, ten years later, we foresee evolutionary change, based on harnessing our new information tools to achieve two fundamental goals:

- improving the delivery of competitively superior value to customers; and
- understanding and managing marketing as an investment.

"Value" in business markets has been the ISBM's prime focus since our organization's inception. ISBM explores all marketing topics—such as new product development, branding, database segmentation, pricing, managing alliances, services marketing, and global business—that contribute to the value equation. This year's Twentieth Anniversary Members Meeting will explore the new techniques, as well as the classic tools, that will guide value delivery in business markets for the next ten years. And we will report the latest edition of our biennial business marketing study, Trends 2005.

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Searching for Value

Twenty years ago, business marketing practitioners and researchers did not have a forum devoted exclusively to all aspects of business markets. Recognizing a unique opportunity, co-founders Gross, Gary Lilien, and Dave Wilson—professors at Penn State’s Smeal College of Business—formed ISBM with the help of corporate members to disseminate knowledge, advance the quality and quantity of academic research and teaching, and improve the skills of marketing managers and their companies.

Today, some sixty company members and researchers around the world collaborate at ISBM to build individual and organization skills, and to support research in cutting-edge business marketing issues. General conferences, special-interest group meetings, ISBM executive courses, and customized in-house executive training programs provide the instruction and peer networking that keep marketing executives at the top of their game. ISBM-supported research helps member companies, particularly project participants, better understand their markets and improve their processes. By providing collegiate courses at Penn State and sponsoring scholarships for doctoral work in the field, ISBM supports tomorrow’s business marketing leaders.

At the time of our last major milestone anniversary in 1993, the U.S. economy emerged from recession and began an unprecedented boom that spurred new interest, technical advances, and much greater knowledge about the art and craft of business marketing. Giving the ISBM Tenth Anniversary banquet keynote, Len Vickers, an ISBM leader and then a senior vice president at Xerox Corp., exhorted his colleagues to avoid the temptations of indiscriminate cost-cutting and instead embrace a “new productivity.” Leadership requires “a return to business building, the redefinition of business purpose, the liberation of knowledge and creative minds, and the re-engineering—not just of back-office support systems—but of new value that customers will demand.” Now, poised to recover from another economic downturn, ISBM carries that mission forward.

ISBM Announces 2002 Doctoral Support Award Winners

Winners have been named in the twelfth annual ISBM Business Marketing Doctoral Support Award Competition. This year, the winners, named **ISBM Business Marketing Doctoral Fellows** and their topics are:

Winners in the 2002 Competition:

Maria Merino of The University of Texas at Austin, the outstanding submission, “The Role of Marketing Assets in Reducing Risk and Enhancing Corporate Performance”

Talai Osmonbekov of Georgia State University, “The Impact of eBusiness Infusion on Reseller Effectiveness: The Moderating Role of Channel Governance”

Amit Saini of Washington State University, “Organizational Assimilation of Technology for Business Marketing: The Case of Customer Relationship Management (CRM)”

We received a total of thirty proposals from which twelve finalists were chosen. The three winners were selected from the finalists. The Institute for the Study of Business Markets will sponsor this competition again in 2003. For information about the competition, email the ISBM at ISBM@psu.edu or visit the web site <http://www.smeal.psu.edu/isbm/award.html>

UPCOMING 2003 ISBM 20TH ANNIVERSARY MEMBERS MEETING

THEME

**Building on the Foundation of Value:
Keys to Growing Your Business...**
When Markets Aren't

- Some new perspectives—and classic cases
- Latest insights/approaches from field research
- and much more

WHEN

August 14-15, 2003

WHERE

**Nittany Lion Inn
State College, Pennsylvania**

CONFERENCE LEADER

Ralph Oliva

Executive Director
Institute for the Study of Business Markets
The Pennsylvania State University

KEYNOTE SPEAKERS

**Adrian Slywotzky
Tom Nagle**

OTHER SPEAKERS

**James Anderson
Robert Cooper
Bradley Gale
Irv Gross**
...and more

COMPLETE AGENDA

www.20th.isbm.org

FOR MORE INFORMATION

**Telephone: (814) 863-2782
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Web: www.isbm.org**

MEMBER REGISTRATION FEE

\$600.00 by July 11, \$650.00 after
**Building on the Foundation of Value:
Keys to Growing Your Business
...When Markets Aren't**

New perspectives and classic cases unlock the value and pricing riddles of marketing in tough economies.

While your competitors fret about the economy and wait for a rebound in your markets, now is the time to build market share, and strengthen your customer relationships. We've designed the ISBM's 20th Anniversary Members Meeting—"Building on the Foundation of Value: Keys to Growing Your Business ...When Markets Aren't"—for the business marketers ready for renewed growth.

We've assembled thought leaders who are in the trenches, working beside business leaders to deliver the profitably priced value that wins new customers even in very depressed markets. You'll hear new ideas on demand generation and ways to look inside your markets to identify new, untapped sources of value. And, as always at ISBM conferences, you'll pick up exciting ideas from your peers at leading B-to-B firms as well as from world thought leaders.

Among those leaders, Thursday keynote speaker **Adrian Slywotzky** of Mercer Management Consulting, author of *The Profit Zone*, *Profit Patterns*, *The Art of Profitability*, and *How to Grow When Markets Don't*, will reveal "demand innovation" tools for discovering new sources of value and growth.



Adrian Slywotzky

Friday keynoter is **Dr. Thomas Nagle**, President and CEO, Strategic Pricing Group, Inc., who will share insights from his work with many B-to-B firms on how to better manage the "price—value trade-off."

Other headliners include:

- Dr. Robert Cooper, cited as the "quintessential scholar" in new offerings and new value process development, will bring us revealing results from an all-new ISBM/APQC study.
- Dr. Bradley Gale, noted author, researcher, and President of Customer Value, Inc., discussing the "double-the-value" tools companies are using to earn more market share and greater price premiums.



Dr. Thomas Nagle

Dr. Irv Gross, ISBM Co-Founder and Professor Emeritus, will bring his wit and wisdom as marketing's "Vicar of Value" to his banquet presentation, "Celebrating the 20th Anniversary of the Value Imperative."

Be the one to bring these powerful insights to your firm.
Register today!

2003 Calendar of ISBM Events

JULY 22-23

Power Tools for Marketing Engineering
Wilmington, DE

AUGUST 14-15

ISBM 20th Anniversary Members Meeting: Building on the Foundation of Value: Keys to Growing Your Business...When Markets Aren't
State College, PA

AUGUST 15

Marketing Educators Consortium
State College, PA

SEPTEMBER 3-4

Managing Brand Equity
Wilmington, DE

SEPTEMBER 18-19

Competitor Analysis and Intelligence
Philadelphia, PA

SEPTEMBER 23-24

SmartPricing™
Philadelphia, PA

OCTOBER 8-9

Key Account and Customer Relationship Management
Wilmington, DE

OCTOBER 15-16

Segmentation, Targeting, Positioning: Harvesting Customer Value
Philadelphia, PA

OCTOBER 17

Segmentation Consortium
Philadelphia, PA

NOVEMBER 2-7

Marketing Strategy in Business Markets
State College, PA

NOVEMBER 19-20

Building Effective B-to-B Marketing Plans
Philadelphia, PA

DECEMBER 8-9

Rethinking Distribution Channels: Using Intermediaries and Metamediaries
Wilmington, DE

Visit our web site for an up-to-date events calendar and more details about all our programs.

www.isbm.org

For further information, please call the ISBM, (814) 863-2782 or e-mail ISBM@psu.edu.



Don't forget. Register now for our August 14-15, 2003 20th Anniversary Members Meeting. Each current ISBM member firm is entitled to one FREE registration at ISBM Members Meetings. Take advantage of this membership benefit. Register today! Details on Page 3 or at www.20th.isbm.org



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