

# Contents

	<b>Introduction</b>	1
	<b>Assessing Marketing Strategy Performance: How Do We Get There?</b> Christine Moorman and Donald R. Lehmann	
<b>1</b>	<b>Event Studies in Marketing Strategy Research</b> Raji Srinivasan and Sundar Bharadwaj	9
<b>2</b>	<b>Stock Return Response Modeling</b> Natalie Mizik and Robert Jacobson	29
<b>3</b>	<b>Deterministic and Stochastic Approaches for Assessing Marketing Efficiency</b> Shantanu Dutta, Wagner Kamakura, and Brian T. Ratchford	47
<b>4</b>	<b>Persistence Modeling for Assessing Marketing Strategy Performance</b> Marnik G. Dekimpe and Dominique M. Hanssens	69
<b>5</b>	<b>Structural Models of Competition: A Marketing Strategy Perspective</b> Pradeep K. Chintagunta, Vrinda Kadiyali, and Naufel J. Vilcassim	95
<b>6</b>	<b>Survival Models for Marketing Strategy</b> Douglas Bowman	115
<b>7</b>	<b>Assessing the Impact of Marketing Strategy Using Meta-Analysis</b> John U. Farley, Scott Hoenig, Donald R. Lehmann, and David M. Szymanski	145
<b>8</b>	<b>Historical Research in Marketing Strategy: Method, Myths, and Promise</b> Rajesh K. Chandy, Peter N. Golder, and Gerard J. Tellis	165
<b>9</b>	<b>Text Analysis as a Tool for Assessing Marketing Strategy Performance</b> José Antonio Rosa, Jelena Spanjol, and Joseph F. Porac	185
<b>10</b>	<b>Agent-Based Modeling: Gaining Insight into Firm and Industry Performance</b> Robert F. Lusch and Nicholas S. P. Tay	213
<b>11</b>	<b>Complex, Yet Simple: Cellular Automata as an Enabling Technology in Marketing Strategy Research</b> Jacob Goldenberg, Barak Libai, and Eitan Muller	229
<b>12</b>	<b>A Network Perspective on Marketing Strategy Performance</b> Mark Houston, Michael Hutt, Christine Moorman, Peter H. Reingen, Aric Rindfleisch, Vanitha Swaminathan, and Beth Walker	247
<b>13</b>	<b>Challenges and Advances in Marketing Strategy Field Research</b> Sandy D. Jap and Erin Anderson	269