

Marketing 101: Building Strong Brands

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Pod 2

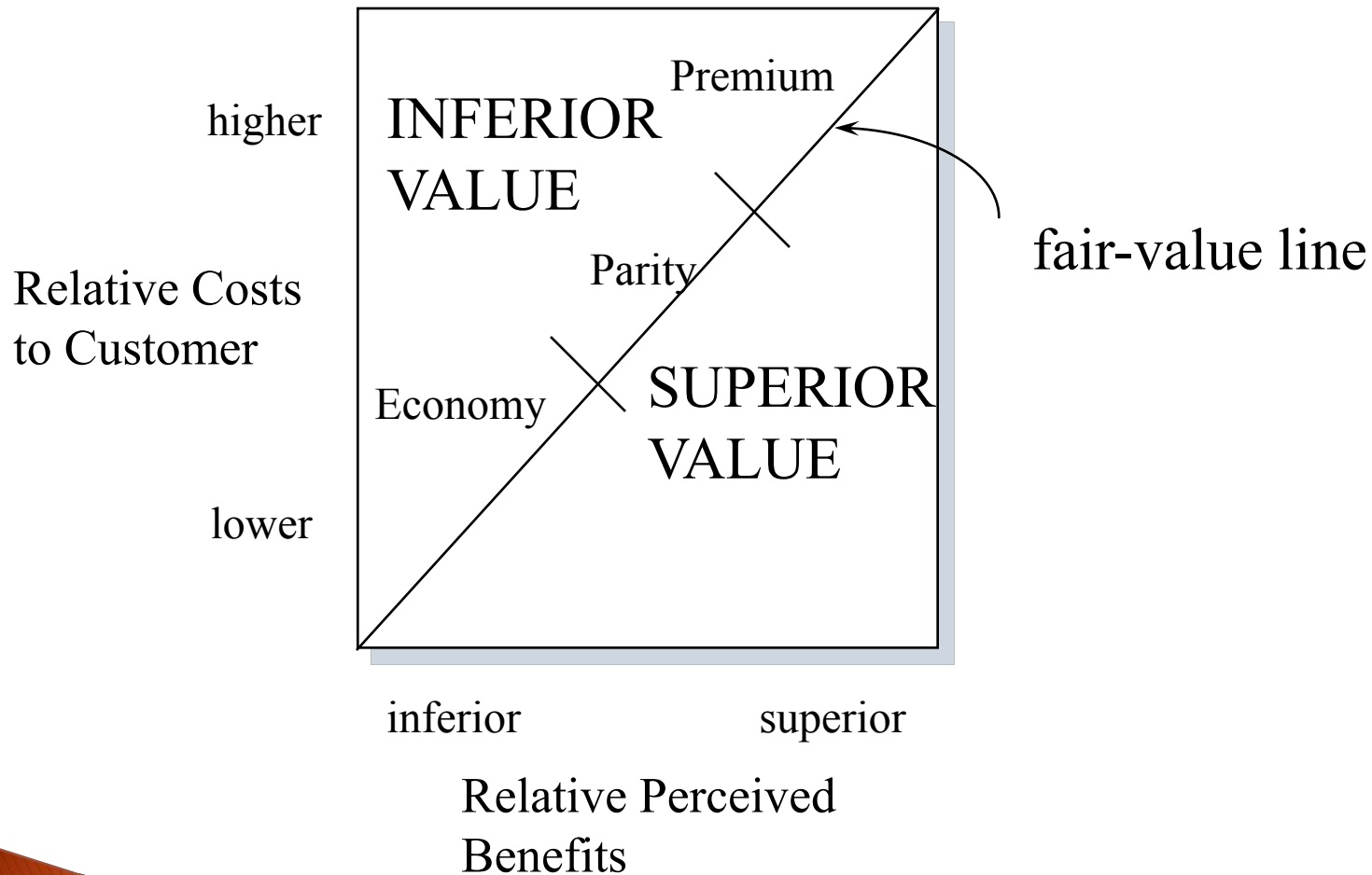
- ▶ Strategic Marketing
- ▶ Find your niche and offer value better than th competition

Market-Driven Principles

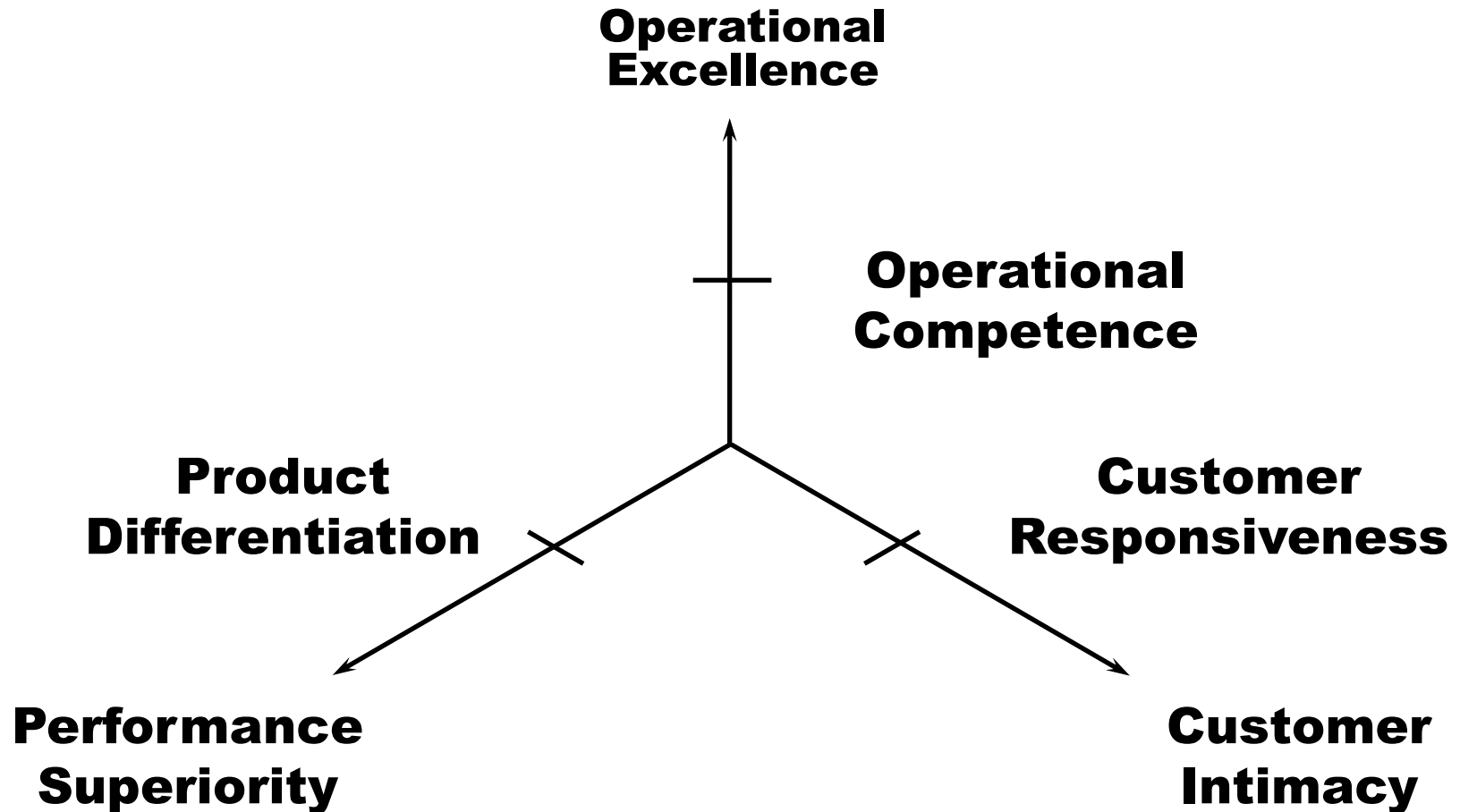
- ▶ Know our markets
- ▶ Customers have the final say
- ▶ Commit to being first in the markets we serve
- ▶ Deliver total quality to guarantee customer satisfaction

* **Adapted from CSC Index**

Value Mapping



Strategies for Leadership*



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