Contents

Appendix of Sources xvii
Legends in Strategic Marketing xxiii
Legends in Strategic Marketing: Rajan Varadarajan xxv
Volume Introduction: Professor Rajan Varadarajan, the Ambidextrous Researcher by Sundar Bharadwaj xxix

Strategic Marketing, Marketing Strategy and Market Strategy

2. Strategic Marketing and Marketing Strategy 39
3. Marketing Strategy 61
4. Strategic Marketing, Marketing Strategy and Market Strategy 71
7. Metamorphosis in Strategic Market Planning (with Vijay Mahajan and Roger A. Kerin) 158
8. Customers as Co-Producers: Implications for Marketing Strategy Effectiveness and Marketing Operations Efficiency (with Kartik Kalaignanam) 196
9. Controlling the Uncontrollable: Managing Your Market Environment (with Terry Clark and William M. Pride) 213
10. Marketing Strategies in Action 228
11. Intensive Growth Opportunities: An Extended Classification 247
12. Intensive Growth Strategies 262

Corporate, Business and Marketing Strategy and Strategy Interdependencies

13. Delineating the Scope of Corporate, Business, and Marketing Strategy (with Terry Clark) 277
14. Research on Corporate Diversification: A Synthesis (with Vasudevan Ramanujam) 300
15. Strategic Interdependence in Organizations: Deconglomeration and Marketing Strategy (with Satish Jayachandran and J. Chris White) 341
16. Strategy Content and Process Perspectives Revisited 369
17. Marketing’s Contribution to Strategy: The View from a Different Looking Glass 391

Perspectives of Other Scholars
19. Rajan Varadarajan: A Personal Appreciation by Terry Clark 416
21. A Retrospective on Rajan Varadarajan’s Contributions to Marketing Strategy by Raji Srinivasan 436
22. Rajan Varadarajan: A Steward and a Shepherd by Mark B. Houston 442
23. Rajan Varadarajan’s Contributions to Strategic Marketing: An Impressive Body of Work by an Exemplary Scholar by A. Parasuraman 446
24. Contributions of Rajan Varadarajan to Marketing Scholarship: A Commentary by Sridhar N. Ramaswami 452

Sundar Bharadwaj Interviews Rajan Varadarajan
25. A Conversation with Rajan Varadarajan by Sundar Bharadwaj 461

About the Editors and Contributors 469