



## Meeting Agenda

5 December 2003

Ritz Carlton Hotel — Philadelphia

- 8:15 - 9:00**    **Continental Breakfast**
- 9:00 - 9:15**    **Introduction and Objectives of Meeting**
- 9:15 - 10:45**    **Attacking Newly Vulnerable Markets: A Decade of Experience**  
Eric K. Clemons, Matt Thatcher  
(Paper will be distributed before session)  
*Our theory of **Newly Vulnerable Markets** suggests conditions under which a new entrant can attack a previously successful and apparently dominant player in a mature industry. A dozen years of experience at Capital One, in a range of markets domestically and internationally, provides robust support for our theory.*
- 10:45 - 11:00**    **Coffee Break**
- 11:00 - 12:30**    **HyperDifferentiation and Resonance Marketing: Execution is (almost!) Everything**  
Eric K. Clemons Rick Spitler  
(Paper will be distributed before session)  
*Recent research shows a strong relationship between information technology and **hyperdifferentiation** — the ability to produce a wider range of goods and services at acceptable cost. It shows an emerging relationship between information technology and **resonance marketing**, the ability to offer products and services that consumers value and for which they are willing to pay a premium price. But execution — deciding what to offer, how to produce, and how to price it — will be critical*
- 12:30 - 2:00**    **Working Lunch — Breakout groups on hyperdifferentiation and resonance marketing**
- 2:00 - 3:00**    **HyperDifferentiation and Resonance Marketing: Opportunities for Excellence — Experience of Jones Center Participating Companies**

<<Meeting Shortened due to East Coast Blizzard>>