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>>