

Read Churchill and Iacobucci on factor analysis (pp. 796-818), and the short case:

Strategic Industries Model (to be distributed) and the HBS note on Perceptual Mapping. You can also look at the perceptual maps reading in Churchill and Iacobucci, pp 845-856, which gives a deeper treatment.

Discussion assignment: Questions 1-3 in Strategic Industries Model.

A nice commercial summary on perceptual maps is at
<http://www.surveysite.com/newsite/docs/brandmap.htm>

followed by,
<http://www.surveysite.com/newsite/docs/tutormap.htm>

ASSIGNMENT 2 DUE