

## Strategic Marketing Benchmark Study 2008

Many B2B industries, and the chemicals industry is a classic case-in-point, do not return enough on their investments, especially in the more mature economies where markets tend to become more "commoditised" and less well differentiated.

These companies create a lot of value for their customers, but fail to capture that value back to their own company's bottom line. Their customers apply lots of pressure to try to commoditise the offers and companies often succumb to these pressures. This weakness is often down to poor marketing on the part of the companies. **We estimate that it loses them at least 10% off their bottom line.** Imagine how healthy your business would be with an additional ten percentage points of bottom-line profit.

An intelligent approach to Strategic Marketing can help companies to address this issue. Strategic Marketing is a discipline that brings real customer focus to an organisation and helps them to address the current and future needs of their customers with innovative approaches in products, services, business models and other aspects of creating a differentiated customer experience.

The proof of this can now be studied and read in a new report published this month: "**Strategic Marketing in the Chemicals, Plastics and Other B2B Markets.**"

This unique report enables you to benchmark your current strategic marketing performance against best practice, identify what you do well, what needs improvement and what you need to do differently.

Specifically the report will help you answer these critical questions

For **Executive Management and Chief Marketing Officers (CMOs)**: What needs to change in your organisation? Do you have the right people in Strategic Marketing? Who should be leading the Strategic Marketing charge? Are you enabling people to be well educated in Strategic Marketing? Do your people have a Strategic Marketing mindset? ...and much more...

For **Business and Commercial Management**: Do you have well defined strategic marketing processes? Do you have the right people in Strategic Marketing positions? Do you have a strategic marketing focused on the future and innovation? What are the key elements of Strategic Marketing? How can I add 10% to the bottom line of my business? ...and much more...

For **Strategic Marketers**: What are the key strategic marketing tools? Are your customer value propositions well understood and communicated effectively? What are the key issues I should be tackling as a Strategic Marketer? ...and much more...

A full report of over 120 pages and containing more than 80 charts analysing the findings of the study can be purchased from GEMS Europe GmbH or ECMSA.

<http://www.gems-europe.com/en/shop/category/product>

<http://www.ecmsa.org/>

In the main report you can read about

Strategic Marketing Best Practice Model  
The Future for Strategic Marketing  
    Definition and Usage of Strategic Marketing  
    Strategic Marketing Organisation and People  
    Corporate Culture, Focus and Practice  
Current Strategic Marketing Practice  
Strategy Content  
Strategic Marketing Mindset  
Profile of A Strategic Marketing Company

There are key analyses showing differences in Strategic Marketing practices and performance by

Commodity and specialty businesses  
Chemicals and other B2B  
Levels of profitability  
Strategic orientation of the company

You can request a **private viewing and briefing** about the results for yourself and your colleagues, whereby the survey directors, Phil Allen and Hugh Ross, will come and present their findings in-house as a briefing or as a workshop, in which you can also compare your strategic marketing activities and organisation against best practice.

You can also request a special **benchmarking of your company against best practice**, based on a more comprehensive study, using the survey benchmarking questionnaire.

For More Information, contact:-

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Hugh Ross on +44 17 2234 0881 or at [hugh@marketplan.co.uk](mailto:hugh@marketplan.co.uk)

Some key points from the study:

- Strategic Marketing must be led from the top and driven down through all levels of the organisation
- Strategic Marketers from a Marketing/MBA background have a greater impact on bottom-line profit performance
- Market Value Chain Analysis and Customer Value Segmentation are the foundations of Strategic Marketing Excellence and Best Practice
- Strategic Marketing processes need to be well defined and applied
- Customer Value Propositions must be well understood internally and communicated excellently and effectively to customers
- The Strategic Marketing Mindset is an important factor in approaching the tasks of Strategic Marketing to ensure positive results:  
**inquisitive, challenging, open-minded, creative, decisive, disruptive**

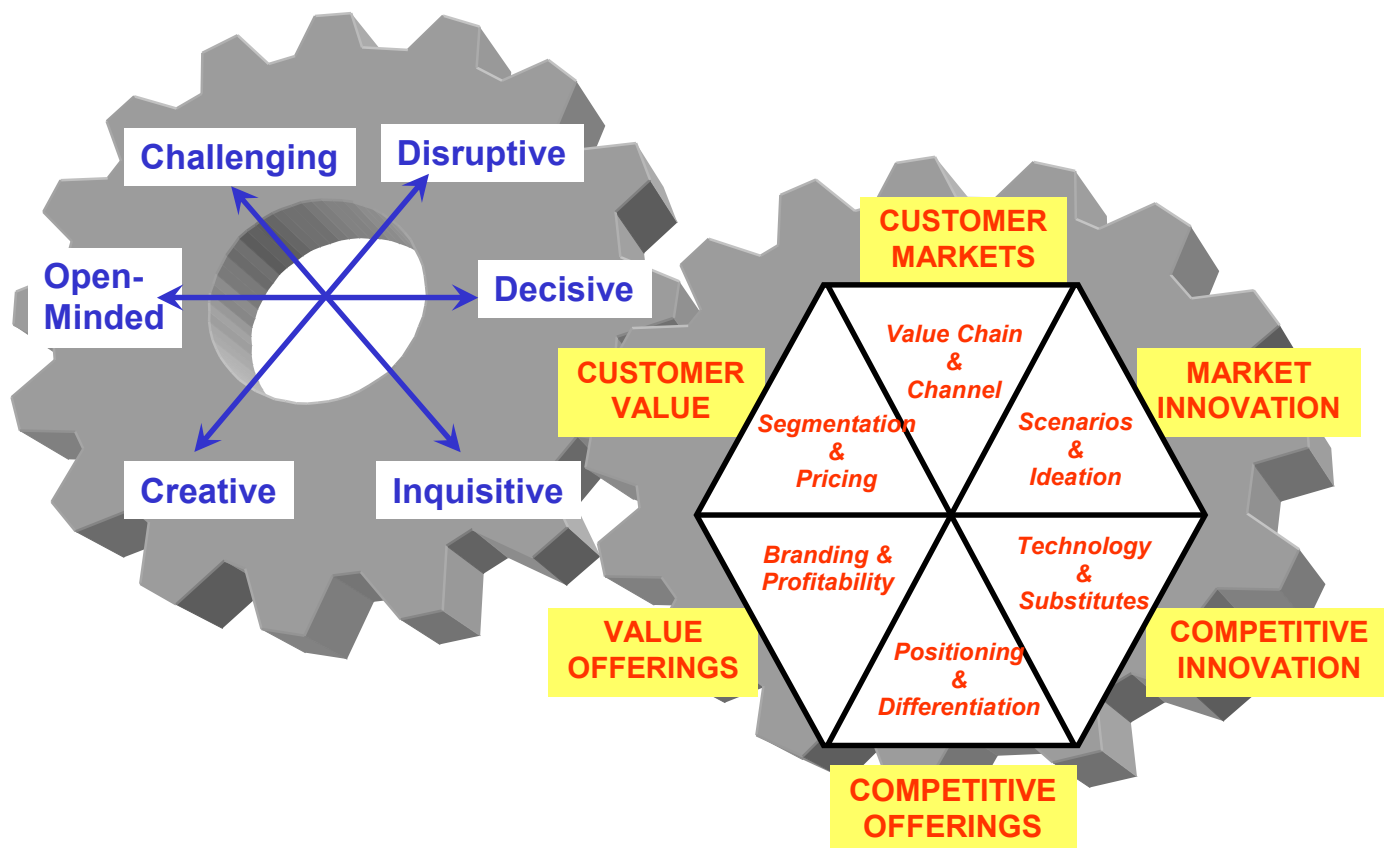
### Best Practice Model – Components

There are five key components to effective Strategic Marketing, which all need to be in place simultaneously if a company wants to achieve Best Practice:

- ✓ **Focus:** the right company orientation towards the market, customers, the future and innovation practices.
- ✓ **People:** credible commercial operators, with top management commitment and appropriate support.
- ✓ **Strategy content:** the ability to oversee a complex range of subjects and hold all the elements together in a compelling strategy.
- ✓ **Process:** streamlined analysis, planning, innovation and control processes which support strategic thinking and cross-boundary sharing, also encouraging creativity.
- ✓ **Mindset:** an unusual and demanding combination of mental attitudes required, representing the 21st Century's Renaissance man or woman!

### Best Practice Model – Strategy Content, Components and Mindset

The real challenge for our Strategic Marketers then is to bring this Mindset to bear on the complex mix of Strategy Content and Components, which we have portrayed as two interlocking cog-wheels spinning in opposite directions. Herein lies the essence of Strategic Marketing make-up.



GEMS Europe in collaboration with ECMSA and Market Planning International has completed a quantitative benchmarking study of Strategic Marketing in the chemicals, plastics and other B2B industries.

Our study actually started in 2007 with a qualitative first phase, from which we developed a key Strategic Marketing Best Practice Model and a Strategic Marketing Mindset model, which have been used to design an online survey completed by 264 participants from 86 companies in 2008.

The survey will repeat every two years. The next opportunity to participate will be in first quarter of 2010. You can register your interest to participate now by emailing [phil.allen@gems-europe.com](mailto:phil.allen@gems-europe.com).

# Contents

|   |   |
|---|---|
| Introduction .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Purpose .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Phase 1 Information Results .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Phase 2 Results .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Research method.....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Sample overview .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing Best Practice Defined.....                            | <b>Fehler! Textmarke nicht definiert.</b> |
| (1) Best Practice Model – Components.....                                 | <b>Fehler! Textmarke nicht definiert.</b> |
| (2) Best Practice - People .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| (3) Best Practice – Strategy Content.....                                 | <b>Fehler! Textmarke nicht definiert.</b> |
| (4) Best Practice – Process .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| (5) Best Practice – Mindset.....  | <b>Fehler! Textmarke nicht definiert.</b> |
| (6) Best Practice Model – Strategy Content, Components and Mindset....    | <b>Fehler! Textmarke nicht definiert.</b> |
| A Future for Strategic Marketing.....                                     | <b>Fehler! Textmarke nicht definiert.</b> |
| Conclusions.....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Recommendations .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| ‘Strategic Marketing’: Definition and Usage.....                          | <b>Fehler! Textmarke nicht definiert.</b> |
| Summary of Findings .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Conclusions and Recommendations .....                                     | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing - definition .....                                    | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing – usage .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing: Organisation & People.....                           | <b>Fehler! Textmarke nicht definiert.</b> |
| Summary of Findings .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Conclusions and Recommendations.....                                      | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing – Organisation.....                                   | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing – Role Definition .....                               | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing – People .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing – Training and Development.....                       | <b>Fehler! Textmarke nicht definiert.</b> |
| The Corporate Culture, Focus and Practice .....                           | <b>Fehler! Textmarke nicht definiert.</b> |
| Summary of Findings .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Conclusions and Recommendations .....                                     | <b>Fehler! Textmarke nicht definiert.</b> |
| Leadership and marketing culture .....                                    | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing Focus .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Customer Value Propositions – Internal Communication & Understanding..... | <b>Fehler! Textmarke nicht definiert.</b> |
| Customer Value Propositions – External Communication to Customers....     | <b>Fehler! Textmarke nicht definiert.</b> |
| Focus on Customer Value .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Current Practice Profiled .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Summary of Findings .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Conclusions and Recommendations .....                                     | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing Tools .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing Processes.....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategy Content.....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Summary of Findings .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Conclusions and Recommendations .....                                     | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing Model .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing Mindset .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Summary of Findings .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Conclusions and Recommendations .....                                     | <b>Fehler! Textmarke nicht definiert.</b> |
| Appendix 1: Strategic Marketing Model .....                               | <b>Fehler! Textmarke nicht definiert.</b> |
| Appendix 2: Strategic Marketing Mindset.....                              | <b>Fehler! Textmarke nicht definiert.</b> |
| Appendix 3: The Strategic Marketing Company Profile.....                  | <b>Fehler! Textmarke nicht definiert.</b> |
| Appendix 4: Strategic Marketing Process .....                             | <b>Fehler! Textmarke nicht definiert.</b> |
| Analysis processes.....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Planning processes .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Innovation processes.....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Control processes .....   | <b>Fehler! Textmarke nicht definiert.</b> |

# Charts

|   |   |
|---|---|
| Introduction .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing Best Practice Defined.....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Best Practice Model – Components.....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Best Practice Model – Strategy Content, Components and Mindset.....                                       | <b>Fehler! Textmarke nicht definiert.</b> |
| 'Strategic Marketing': Definition and Usage.....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 1.1: Usage of the term Strategic Marketing – <i>Whole Sample</i>                                    | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 1.2: Usage of Strategic Marketing - <i>Strategic Marketing Focus</i>                                | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 1.3: What is Strategic Marketing? - <i>Whole Sample</i> .....                                       | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 1.4: What is Strategic Marketing? - <i>Chemicals Manufacturer / Other B2B Manufacturer</i>          | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 1.5: What is Strategic Marketing? - <i>Whole Sample: Strategic Marketing Focus</i>                  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 1.6: Strategic Marketing Practice - <i>Where term Strategic Marketing not in use</i>                | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 1.7: Strategic Marketing Practice - <i>Where term Strategic Marketing not in use, by EBIT level</i> | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing: Organisation & People .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.1: Strategic Marketing Organisation - <i>Whole Sample</i> .....                                   | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.2: Strategic Marketing Organisation - <i>Chemicals Manufacturer / Other B2B Manufacturer</i>      | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.3: Strategic Marketing Role Definition - <i>Whole Sample</i> .....                                | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.4: Strategic Marketing Role Definition - <i>Chemicals Manufacturer/ Other B2B Manufacturer</i>    | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.5: Strategic Marketing Role Definition - <i>Whole Sample: EBIT Levels</i>                         | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.6: Strategic Marketing Role Definition - <i>Whole Sample: Strategic Marketing Focus</i>           | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.7: Strategic Marketing People – Background & Discipline - <i>Whole Sample</i>                     | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.8: Strategic Marketing People – Background & Discipline - <i>Chemicals/Other B2B M'facturers</i>  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.9: Strategic Marketing People – Background & Discipline - <i>Whole Sample: Commodity/Spec.</i>    | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.10: Strategic Marketing People – Background & Discipline - <i>Whole Sample: EBIT Levels</i>       | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.11: Strategic Marketing People – Background & Discipline - <i>Whole Sample: Strat. Mktg Focus</i> | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.12: Strategic Marketing Training and Development - <i>Whole Sample</i>                            | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 2.13: Strategic Marketing Training and Development - <i>Whole Sample: Commodity/Speciality</i>      | <b>Fehler! Textmarke nicht definiert.</b> |
| The Corporate Culture, Focus and Practice .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.1: Corporate Culture - <i>Whole Sample</i> .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.2: Corporate Culture - <i>Whole Sample: Commodity/Speciality</i>                                  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.3: Corporate Culture - <i>Whole Sample: EBIT Levels</i> .....                                     | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.4: Corporate Culture - <i>Whole Sample: Strategic Marketing Focus</i>                             | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.5: Strategic Marketing Focus - <i>Whole Sample</i> .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.6: Strategic Marketing Focus - <i>Whole Sample: Commodity/Speciality</i>                          | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.7: Strategic Marketing Focus - <i>Whole Sample: EBIT Levels</i>                                   | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.8: Customer Value Proposition – Internal Communication and Understanding - <i>Whole Sample</i>    | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.9: Customer Value Proposition – Internal - <i>Whole Sample: EBIT Levels</i>                       | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.10: Customer Value Proposition – Internal - <i>Whole Sample: Strategic Marketing Focus</i>        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.11: Customer Value Proposition – External Communication to Customers - <i>Whole Sample</i>        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.12: Customer Value Proposition – External - <i>Chemical/Other B2B Manufacturer</i>                | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.13: Customer Value Proposition – External - <i>Whole Sample: Commodity/Speciality</i>             | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.14: Customer Value Proposition – External - <i>Whole Sample: EBIT Levels</i>                      | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.15: Customer Value Proposition – External - <i>Whole Sample: Strategic Marketing Focus</i>        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.16: Focus on Customer Value - <i>Whole Sample</i> .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.17: Focus on Customer Value - <i>Chemical Manufacturer/ Other B2B Manufacturer</i>                | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.18: Focus on Customer Value - <i>Whole Sample: Commodity/Speciality</i>                           | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.19: Focus on Customer Value - <i>Whole Sample: EBIT Levels</i>                                    | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 3.20: Focus on Customer Value - <i>Whole Sample: Strategic Marketing Focus</i>                      | <b>Fehler! Textmarke nicht definiert.</b> |
| Current Practice Profiled .....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.1: Intensity of Use of Key Strategic Marketing Tools.....   | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.2: Intensity of Use of Key Strategic Marketing Tools .....  | <b>Fehler! Textmarke nicht definiert.</b> |

|   |   |
|---|---|
| Chart 4.2: Intensity of Usership of Key Strategic Marketing Tools.. | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.4: Intensity of Usership of Key Strategic Marketing Tools.. | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.5: Intensity of Use Table of Key Strategic Marketing Tools  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.6: Intensity of Use Chart of Key Strategic Marketing Tools  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.7: Intensity of Usership Key Strategic Marketing Tools..... | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.8: Definition of Strategic Marketing Processes .....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.9: Definition of Strategic Marketing Processes .....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.10: Definition of Strategic Marketing Processes .....       | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 4.11: Definition of Strategic Marketing Processes .....       | <b>Fehler! Textmarke nicht definiert.</b> |



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## Charts (continued)

|  |   |
|--|---|
| Strategy Content.....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.1: Progress and Performance on Strategic Marketing Model.....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.2: Progress and Performance on Strategic Marketing Model.....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.3: Progress and Performance on Strategic Marketing Model.....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.4: Progress and Performance on Strategic Marketing Model.....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.5: Progress and Performance on Strategic Marketing Model.....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.6: Strategic Marketing Model .....                                   | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.7: Progress and Performance on Customer Segmentation .....           | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.8: Progress and Performance on Customer Segmentation .....           | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.9: Progress and Performance on Market Value Chain .....              | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.10: Progress and Performance on Market Value Chain .....             | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.11: Progress and Performance on Channel Strategy.....                | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.12: Progress and Performance on Channel Strategy.....                | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.13: Progress and Performance on Positioning and Branding.....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.14: Progress and Performance on Positioning and Branding.....        | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.15: Progress and Performance on Differentiation.....                 | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.16: Progress and Performance on Differentiation.....                 | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.17: Progress and Performance on Branding to Differentiate.....       | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.18: Progress and Performance on Branding to Differentiate.....       | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.19: Progress and Performance on Ideation and Innovation.....         | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.20: Progress and Performance on Ideation and Innovation.....         | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.21: Progress and Performance on Competitive Tracking....             | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.22: Progress and Performance on Competitive Tracking....             | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.23: Progress and Performance on Customer Value Pricing.....          | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.24: Progress and Performance on Customer Value Pricing.....          | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.25: Progress and Performance on Profit from Strategic Marketing..... | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.26: Progress and Performance on Profit from Strategic Marketing..... | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.27: Progress and Performance on Track Substitution .....             | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.28: Progress and Performance on Track Substitution .....             | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.29: Progress and Performance on Future Scenarios .....               | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 5.30: Progress and Performance on Future Scenarios .....               | <b>Fehler! Textmarke nicht definiert.</b> |
| Strategic Marketing Mindset .....  | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 6.1: Marketing Mindset Element Scales .....                            | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 6.2: Strategic Marketing Mindset Elements – Mean Scores ...            | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 6.3: Strategic Marketing Mindset Elements – Mean Scores ...            | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 6.4: Strategic Marketing Mindset Elements – Mean Scores ...            | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 6.5: Strategic Marketing Mindset Elements – Mean Scores ...            | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 6.6: Strategic Marketing Mindset Elements – Mean Scores ...            | <b>Fehler! Textmarke nicht definiert.</b> |
| Chart 6.7: Strategic Marketing Mindset Elements – Mean Scores ...            | <b>Fehler! Textmarke nicht definiert.</b> |