

# **Ontela Picdeck**

**Lynn R. Kahle, Larry Chiagouris**

*Ontela PicDeck (B)* Mohanbir S. Sawhney,2016 Ontela, a technology start-up company, has introduced an innovative service called PicDeck that improves the mobile imaging experience for wireless subscribers. Ontela sells PicDeck to wireless carriers, who in turn private-label the service to their subscribers. Ontela must decide which customer segments it should target for the service and how to create a positioning strategy and a marketing communication plan to promote it. This case outlines the factors which will influence Ontela's strategy.

**Ontela PicDeck (A)** Mohanbir S. Sawhney,2016 Ontela, a technology start-up company, has introduced an innovative service called PicDeck that improves the mobile imaging experience for wireless subscribers. Ontela sells PicDeck to wireless carriers, who in turn private-label the service to their subscribers. Ontela must decide which customer segments it should target for the service and how to create a positioning strategy and a marketing communication plan to promote it. It must also consider the value proposition of the PicDeck service for wireless carriers (its direct customers), who need to be convinced that the service will lead to higher monthly average revenue per user (ARPU) and/or increased subscriber loyalty. Part A of the case provides qualitative information on customer personae that represent different customer segments. Students are asked to develop a targeting and positioning strategy based on this qualitative information. Part B provides quantitative data on customer preferences that can be used to identify response-based customer segments, as well as demographic and media habits information that can be used to profile the segments. Students are asked to revise their recommendations based on the additional quantitative data. The case reinforces the principles of data-driven customer segmentation, discusses the appropriate criteria for selecting segments, and provides a deeper understanding of the benefits and drawbacks of different approaches to identifying and evaluating segments. The case illustrates how the results of data-driven segmentation may run counter to approaches that rely on gut feel or qualitative information alone.

Market Segmentation Analysis Sara Dolnicar,Bettina Grün,Friedrich Leisch,2018-07-20 This book is published open access under a CC BY 4.0 license. This open access book offers something for everyone working with market segmentation: practical guidance for users of market segmentation solutions; organisational guidance on implementation issues; guidance for market researchers in charge of collecting suitable data; and guidance for data analysts with respect to the technical and statistical aspects of market segmentation analysis. Even market segmentation experts will find something new, including an approach to exploring data structure and choosing a suitable number of market segments, and a vast array of useful visualisation techniques that make interpretation of market segments and selection of target segments easier. The book talks the reader through every single step, every single potential pitfall, and every single decision that needs to be made to ensure market segmentation analysis is conducted as well as possible. All calculations are accompanied not only with a detailed explanation, but also with R code that allows readers to replicate any aspect of what is being covered in the book using R, the open-source environment for statistical computing and graphics.

**Emerging Perspectives on Substance Misuse** Willm Mistral,2013-06-27 Copy - Web Catalog: Emerging Perspectives on Substance Misuse addresses theoretical, practice and policy issues with regard to the problematic use of alcohol and illegal drugs. Comprises chapters from some of the most internationally well-known academics and practitioners representing a range of different specializations and perspectives in the field Presents a wide range of emerging evidence-based perspectives Includes content relevant for researchers, practitioners, and policy makers who work with individuals or policy related to drug and alcohol misuse Areas covered include - gender and substance use, working with children and families of substance misusers and the emerging recovery movement

**Carolina Lunker Sauce** Timothy Calkins,Matt Cobb,2017 Carolina Lunker Sauce is a new product attempting to break into the fishing attractants category. The company founders are evaluating cutting the retail price of the product in order to secure distribution. Analyzing this

decision forces the leaders of this struggling company to evaluate their overall new product strategy and the product's positioning in the market. To focus on new product strategy, positioning, and pricing.

**HBR's 10 Must Reads 2020** Harvard Business Review, Michael E. Porter, Nitin Nohria, Katrina Lake, Paul R. Daugherty, 2019-10-01 A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Michael E. Porter to Katrina Lake and company examples from Alibaba to 3M, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Ask better questions to boost your learning, persuade others, and negotiate more effectively Create workplace conditions where gender equity can thrive Boost results by allowing humans and AI to enhance one another's strengths Make better connections with your customers by giving them a glimpse inside your company Scale your agile processes from a few teams to hundreds Build a commitment to both economic and social values in your organization Prepare your company for a rapidly aging workforce and society This collection of articles includes *The Surprising Power of Questions*, by Alison Wood Brooks and Leslie K. John; *Strategy Needs Creativity*, by Adam Brandenburger; *What Most People Get Wrong about Men and Women*, by Catherine H. Tinsley and Robin J. Ely; *Collaborative Intelligence: Humans and AI Are Joining Forces*, by H. James Wilson and Paul R. Daugherty; *Stitch Fix's CEO on Selling Personal Style to the Mass Market*, by Katrina Lake; *Strategy for Start-Ups*, by Joshua Gans, Erin L. Scott, and Scott Stern; *Agile at Scale*, by Darrell K. Rigby, Jeff Sutherland, and Andy Noble; *Operational Transparency*, by Ryan W. Buell; *The Dual-Purpose Playbook*, by Julie Battilana, Anne-Claire Pache, Metin Sengul, and Marissa Kimsey; *How CEOs Manage Time*, by Michael E. Porter and Nitin Nohria; and *When No One Retires*, by Paul Irving.

*Bridging Disciplinary Perspectives of Country Image Reputation, Brand, and Identity* Diana Ingenhoff, Candace White, Alexander Buhmann, Spiro Kioussis, 2018-11-09 Country image and related constructs, such as country reputation, brand, and identity, have been subjects of debate in fields such as marketing, psychology, sociology, communication, and political science. This volume provides an overview of current scholarship, places related research interests across disciplines in a common context, and illustrates connections among the constructs. Discussing how different scholarly perspectives can be applied to answer a broad range of related research questions, this volume aims to contribute to the emergence of a more theoretical, open, and interdisciplinary study of country image, reputation, brand, and identity.

**Managing Without Managers** Ricardo Semler, 1989-01-01

*Joyoung Soymilk Maker* Yi Qian, 2017 The Joyoung brand was launched in 1994 when a group of recent college graduates invented the world's first automatic hot soymilk-maker home appliance. After some ups and downs, the Joyoung manufacturer founded the Shandong Joyoung Electric Appliances Co., Ltd. in 2002. It was further reorganized to the current Joyoung Company Limited in September 2007. Joyoung's sales grew rapidly from RMB 6 million in 1994 to 120 million in 1999, and this trend has continued into the new century. By the first quarter in 2006, the signature product of Joyoung--the soymilk makers--alone have already surpassed the sales by Philips Home Appliances in the Chinese market. Contrary to its current success, however, Joyoung Soymilk Maker's launch did not go smoothly. When the first model of the automatic soymilk maker was introduced in 1994, people had no idea what this new creature was supposed to do. The first 2,000 units of Joyoung products remain introduced stacked in storage for months. Joyoung then decided to conduct some marketing research. Joyoung's repositioning strategies and new product developments based on their marketing research have been evidently successful, and they have defined a new product category in China and in the world.

*Sell with a Story* Paul Smith, 2016-09-08 Despite the high-tech tools available to salespeople today, the most personal method still works best. Through storytelling, a salesperson can explain products or services in ways that resonate, connect people to the mission, and help determine what

decisions are made. A well-crafted story can pack the emotional punch to turn routine presentations into productive relationships. In *Sell with a Story*, organizational storytelling expert and author Paul Smith focuses his popular and proven formula to the sales arena. Smith identifies the ingredients of the most effective sales stories and reveals how to: Select the right story Craft a compelling and memorable narrative Incorporate challenge, conflict, and resolution• And more Learning from model stories, skill-building exercises, and enlightening examples from Microsoft, Costco, Xerox, Abercrombie & Fitch, Hewlett-Packard, and other top companies, you will soon be able to turn their personal experiences into stories that introduce yourself, build rapport, address objections, add value to the product, bring data to life, create a sense of urgency...and most importantly, sell! If you want to become a better communicator and transform your sales results, *Sell with a Story* is for you.

Swimming with Crocodiles Marjana Martinic, Fiona Measham, 2008-06-19 There is evidence that a distinct pattern of alcohol consumption is emerging across the world and is a cause for concern because of its relationship with a range of health and social problems. Its visibility, particularly its high involvement of young people, makes this not only an issue for public safety and order in many countries, but also a highly contentious and politicized subject. This book examines the rapid and heavy drinking behavior by young people, described in a number of countries, positioning it within its appropriate social, historical and cultural contexts. The book argues in favor of a new term, "extreme drinking," to fully encapsulate the many facets of this behavior, taking into account the underlying motivations for the heavy, excessive and unrestrained drinking patterns of many young people. It also acknowledges the drinking process itself and accommodates greater focus on outcomes that are likely to follow. In many ways, "extreme drinking" is not so far removed from other "extreme" behaviors, such as extreme sports - all offer a challenge, their pursuit is motivated by an expectation of pleasure, and they are, by design, not without risk to those who engage in them, others around them and society as a whole. Edited by Marjana Martinic and Fiona Measham, *Swimming with Crocodiles* is the ninth volume in the ICAP Book Series on Alcohol in Society. The authors discuss the factors that motivate extreme drinking, address the developmental, cultural and historical contexts that have surrounded it, and offer a new approach to addressing this behavior through prevention and policy. The centerpiece of the book is a series of focus groups conducted with young people in Brazil, China, Italy, Nigeria, Russia, South Africa, and the United Kingdom, which examine their views on extreme drinking, motivations behind it and the cultural similarities and differences that exist, conferring at once risk and protective factors.

**The Consultant's Scorecard: Tracking Results and Bottom-Line Impact of Consulting Projects** Jack J. Phillips, 1999-12-22 Measure the business impact--and return on investment--of any consulting project! Consulting clients want to know that the large fees they pay will bring measurable results to their organization--and successful consultants work hard to communicate the value of their work to clients. The problem is, both consultants and clients have been frustrated by the lack of rigorous methods for measuring the impact of the consultant's work. The Consultant's Scorecard offers solutions to this accountability crisis in the consulting profession by explaining how consultants can prove the value of their work to clients. Just as important, the book explains how clients can--and should--hold their consultants accountable for delivering measurable results. Written for both consultants and clients, *The Consultant's Scorecard* offers simple data collection techniques to help consultants in any industry measure the value of their work for clients in six key areas: client satisfaction; new knowledge and skills acquired by the client; successful project implementation; business unit impact; return on investment; intangible benefits. The Consultant's Scorecard is the first book to present a comprehensive, practical approach to showing the bottom line of consulting. Using proven techniques, supported by examples from leading companies, six key measures are developed to show the complete impact of consulting, including measuring ROI. This balanced approach to measurement is essential for consultants who want to show the value of their interventions, and for clients who want to hold their consultants accountable for delivering measurable results. Jack Phillips' unique approach to measuring the return on investment of consulting makes *The Consultant's Scorecard* a must read for anyone involved in the consulting

process.--Stephen R. Covey, author of the No. 1 best-seller, *The Seven Habits of Highly Effective People*.

**Anomalous Cognition** Edwin C. May, Sonali Bhatt Marwaha, 2014-08-23 Anomalous cognition involves the acquisition of information emerging from a distant point in spacetime that is blocked from the usual sensory systems by distance, shielding or time. From 1975 to 1995, Edwin May was a scientist and then program director for the U.S. government's psychic espionage program, known as STAR GATE. With the closing of that program, research has continued at the Laboratories for Fundamental Research, in Palo Alto, in the areas of methodology and analysis, neurophysiological studies, personnel assessment and selection, operations research, the physics of anomalous cognition, and psychokinesis. The conclusions from this 35+ year research effort can be summarized as (1) ESP exists; (2) the gradient of Shannon entropy is the key factor influencing information transfer; (3) because of the innate nature of the ability, the phenomenon so far resists training for excellence (and replication studies will not yield results), and (4) evidence for psychokinesis (PK) is questionable. This book presents the state-of-the-art, with 26 key papers on research methods, physiological research, decision augmentation theory, entropy, other research, and research challenges.

**GRE Math Workbook** Kaplan Test Prep, 2015-12-01 Kaplan's GRE Math Workbook provides hundreds of realistic practice questions and exercises to help you prepare for the Math portion of the GRE. With expert strategies, content review, and realistic practice sets, GRE Math Workbook will help you face the test with confidence. The Best Review Six full-length Quantitative Reasoning practice sets Diagnostic tool for even more targeted Quantitative practice Review of crucial math skills and concepts, including arithmetic, algebra, data interpretation, geometry, and probability Key strategies for all Quantitative Reasoning question types on the revised GRE An advanced content review section to help you score higher Expert Guidance We know the test: The Kaplan team has spent years studying every GRE-related document available. Kaplan's expert psychometricians ensure our practice questions and study materials are true to the test. We invented test prep—Kaplan ([www.kaptest.com](http://www.kaptest.com)) has been helping students for almost 80 years. Our proven strategies have helped legions of students achieve their dreams.

**Cases In Financial Management** I. M. Pandey, 2000

*The Social Function of Science* J. D. Bernal, 2010 J. D. Bernal's important and ambitious work, *The Social Function of Science*, was first published in January 1939. As the subtitle -What Science Does, What Science Could Do - suggests it is in two parts. Both have eight chapters. Part 1: What Science Does: Introductory, Historical, The Existing Organization of Scientific Research in Britain, Science in Education, The Efficiency of Scientific Research, The Application of Science, Science and War and International Science. Part 11: What Science Could Do: The Training of the Scientist, The Reorganization of Research, Scientific Communication, The Finance of Science, The Strategy of Scientific Advance; Science in the Service of Man, Science and Social Transformation and The Social Function of Science. To quote Bernal's biographer, Andrew Brown, 'The Social Function of Science . . . was Bernal's attempt to ensure that science would no longer be just a protected area of intellectual inquiry, but would have as an inherent function the improvement of life for mankind everywhere. It was a groundbreaking treatise both in exploring the scope of science and technology in fashioning public policy, with Bernal arguing that science is the chief agent of change in society, and in devising policies that would optimize the way science was organized. The sense of impending war clearly emerges. Bernal deplored the application of scientific discoveries in making war ever more destructive, while acknowledging that the majority of scientific and technical breakthroughs have their origins in military exigencies, both because of the willingness to spend money and the premium placed on novelty during wartime.' Anticipating by two decades the schism C. P. Snow termed 'The Two Cultures', Bernal remarked that 'highly developed science stands almost isolated from a traditional literary culture.' He found that wrong. Again, quoting Andrew Brown, 'to him, science was a creative endeavour that still depended on inspiration and talent, just as much as in painting, writing or composing.' The importance of this book was such that twenty-five years after its

publication, a collection of essays, *The Science of Science*, was published, in part in celebration, but also to explore many of the themes Bernal had first developed.

*Critical analysis of Hofstede's model of cultural dimensions* Kristin Piepenburg, 2011-03-31 Master's Thesis from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Oxford Brookes University, language: English, abstract: Global markets are changing faster than ever and increasing international competition makes it necessary for managers to understand not only the domestic culture but also the host country's culture. Derived from globalisation, successful cross-cultural management is gaining in importance and its need for understanding of cultural differences becomes essential. Because of this it is argued that, with the increasing importance of a cross-cultural understanding, Hofstede's (1980) model of cultural dimensions gains proportional importance and attracts notice at the same time. His study is widely used in global operating organisations within trainings and workshops. The first step of effective cross-cultural management is the awareness that cultural differences exist and domestic strategies might fail in host countries. Even though, Hofstede's (1980) cultural study is the most important one and widely known, there are many other cultural studies, which are only partly supporting his study. For each and every model of cultural identifications arouse praise and criticism and Hofstede was not spared by criticism. The main criticism refers to the methodology Hofstede used and many authors questioned its validity and reliability. Another major critique is that the nearly 40-years old survey findings are out-dated and not of any modern value anymore. Addressing the elaborated criticisms from the literature, a personal replication study within the two countries of Germany and the UK is undertaken in order to evaluate the validity, reliability and applicability in the 21st century. This study has developed own dimension scores for Masculinity/ Femininity (MAS) and Uncertainty Avoidance (UA) for Germany and the UK and compared and evaluated these with Hofstede's findings. The findings of this study vary from Hofstede's findings, as according to this study the UK is more masculine and has a higher Uncertainty Avoidance score than Germany. These findings do not support Hofstede's findings and further cultural research is recommended.

*Values, Lifestyles, and Psychographics* Lynn R. Kahle, Larry Chiagouris, 2014-03-05 This book showcases papers presented at the annual Advertising and Consumer Psychology Conference. The contributors -- active scholars with both practitioner and academic backgrounds -- share an interest in the general area of psychographics, values, and lifestyle in advertising. The interdisciplinary and international mix of authors bring a diverse perspective to this volume, which is divided into four nonorthogonal sections. The first section deals with theoretical and conceptual issues in advertising research, while the second section presents chapters devoted to improving methodology. The final two sections illustrate how value, lifestyle, and psychographic research have been used to understand differences among people. The first of these final two sections emphasizes differences among people at different times (commonly called trend research), and the second emphasizes differences among people across national boundaries. Collectively, these chapters illustrate how practical state-of-the-art research in values, lifestyles, and psychographics can be. Thoughtful consideration of values, lifestyles, and psychographics as they are manifested in quality research can improve advertising and marketing practice, and can help the business community deliver products and services that are more in line with consumers' needs.

**The Psychology of Design** Rajeev Batra, Colleen Seifert, Diann Brei, 2015-07-24 Design plays an increasingly larger role today in creating consumer desire for products and liking for commercial messages. However, the psychological processes involved are only partially understood. In addition, design is inherently interdisciplinary, involving (among others) important elements of aesthetics, anthropology, brand strategy, creativity, design science, engineering, graphic design, industrial design, marketing, material science, product design, and several areas within psychology. While researchers and practitioners in all of these fields seek to learn more about how and why good design works its magic, they may benefit from each other's work. The chapters in this edited book bring together organizing frameworks and reviews of the relevant literatures from many of these contributing disciplines, along with recent empirical work. They cover relevant areas such as

embodied cognition, processing fluency, experiential marketing, sensory marketing, visual aesthetics, and other research streams related to the impact of design on consumers. Importantly, the primary focus of these chapters is not on product design that creates functional value for the targeted consumer, but rather on how design can create the kind of emotional, experiential, hedonic, and sensory appeal that results in attracting consumers. Each chapter concludes with Implications for a theory of design as well as for designers.

**30 Bangs** Roosh V,2012-03-07 Erotic memoir

This Enthralling Realm of E-book Books: A Detailed Guide Revealing the Pros of E-book Books: A Realm of Convenience and Versatility E-book books, with their inherent mobility and ease of availability, have liberated readers from the constraints of hardcopy books. Gone are the days of carrying bulky novels or carefully searching for specific titles in shops. Kindle devices, stylish and lightweight, effortlessly store an extensive library of books, allowing readers to immerse in their preferred reads anytime, everywhere. Whether traveling on a busy train, lounging on a sun-kissed beach, or just cozying up in bed, E-book books provide an unparalleled level of convenience. A Reading Universe Unfolded: Exploring the Wide Array of Kindle Ontela Picdeck Ontela Picdeck The Kindle Shop, a digital treasure trove of bookish gems, boasts an wide collection of books spanning diverse genres, catering to every readers taste and choice. From gripping fiction and thought-provoking non-fiction to timeless classics and contemporary bestsellers, the E-book Shop offers an unparalleled variety of titles to explore. Whether looking for escape through immersive tales of fantasy and exploration, diving into the depths of past narratives, or broadening ones knowledge with insightful works of scientific and philosophical, the Kindle Store provides a doorway to a bookish universe brimming with endless possibilities. A Revolutionary Force in the Literary Scene: The Lasting Impact of E-book Books Ontela Picdeck The advent of Kindle books has undoubtedly reshaped the bookish landscape, introducing a model shift in the way books are released, distributed, and read. Traditional publishing houses have embraced the digital revolution, adapting their approaches to accommodate the growing demand for e-books. This has led to a surge in the availability of E-book titles, ensuring that readers have entry to a vast array of bookish works at their fingertips. Moreover, E-book books have equalized access to literature, breaking down geographical limits and offering readers worldwide with equal opportunities to engage with the written word. Irrespective of their location or socioeconomic background, individuals can now immerse themselves in the captivating world of books, fostering a global community of readers. Conclusion: Embracing the E-book Experience Ontela Picdeck E-book books Ontela Picdeck, with their inherent convenience, flexibility, and vast array of titles, have undoubtedly transformed the way we encounter literature. They offer readers the liberty to discover the limitless realm of written expression, whenever, everywhere. As we continue to navigate the ever-evolving digital scene, Kindle books stand as testament to the lasting power of storytelling, ensuring that the joy of reading remains accessible to all.

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