

# Global Market Leadership

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# Global Market Leadership

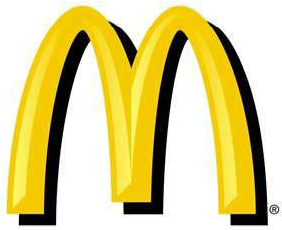
What is it?

Who are the global market(ing) leaders?

How do *YOU* become a global market leader?



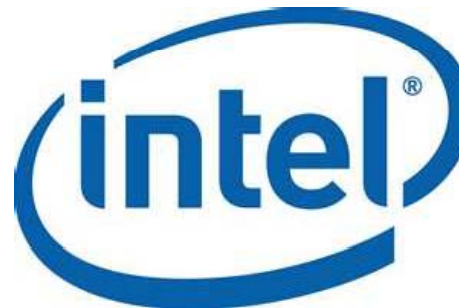
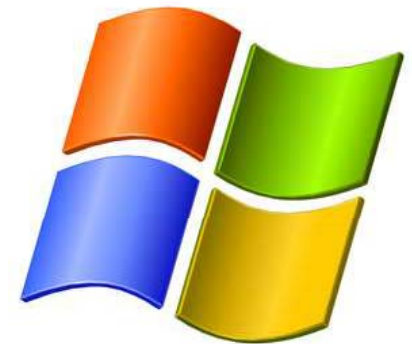
# Global Market Leaders



THE RITZ-CARLTON



Unilever

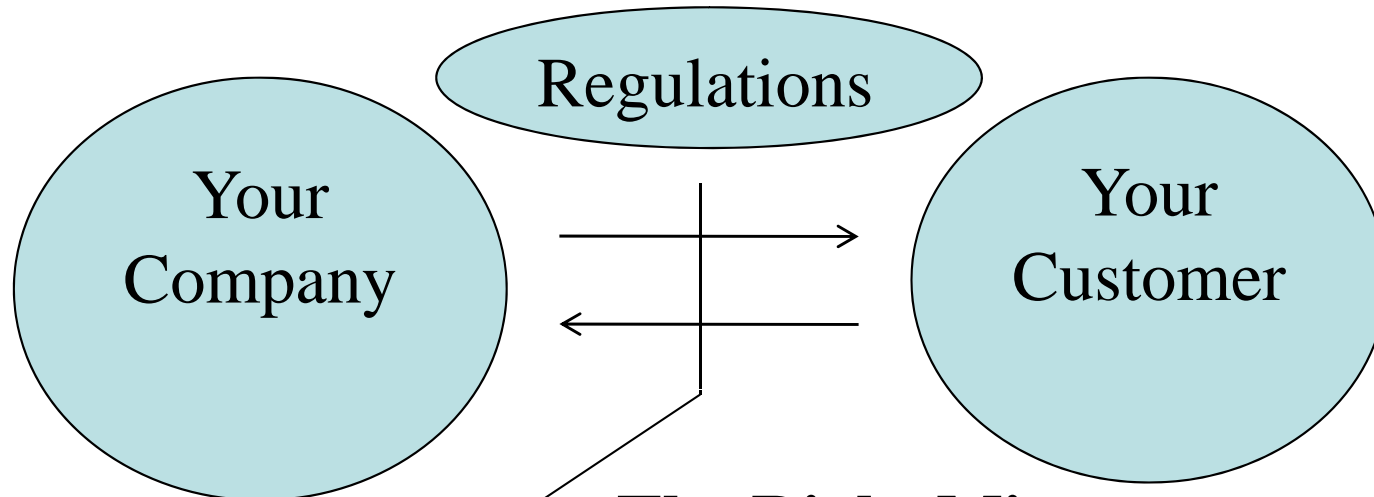


# Starting with the Right Questions

- ***Right:***
  - What do consumers (in the USA, EU, etc.) value and want?
  - Do my goods/services meet their needs; what is my value proposition?
  - Do I have the appropriate marketing mix to create/sustain differential advantage?
  
- **Wrong:**
  - How do I sell my products (in the USA, EU, etc.)?



# Leaders Have the Right Mix...



## **The Right Mix:**

Probe (market research)

Product [*Customer-Valued Benefits*]

Price

Place (distribution; *value chains*)

Promotion (communication)

(P)Service

*People* (all stakeholders)

which leads to Differential Advantage...



# Differential Advantage



Definition: The benefits or bundle of benefits that customers value and believe they cannot obtain elsewhere.



Measure: *Price premium and/or customer loyalty!*



# 10 Essentials for Global Market(ing) Leadership

- Focus -- individually & organizationally -- on target market/customers and their satisfaction
- Understand markets are dynamic; anticipate future trends; *drive* customer behavior
- Commit to market/ing research, appropriate measures and relationship management in entire market(ing) system



# 10 Essentials for Global Market(ing) Leadership

- Be resilient, empathic, innovative
- See challenges as opportunities (*Tran Hung Dao Factor*)



# 10 Global Market(ing) Leadership Essentials

- Emphasize HR Development:
  - Inspire employees (through “Theory Y” incentives)
  - Empower employees to achieve mission statement and organizational goals;
  - Welcome – encourage – input from everyone (*Hai Ba Trung Factor*)
- Understand the imperative of employee dignity and personal growth



# 10 Essentials for Global Market(ing) Leadership

- Know that every real/potential customer interface is an opportunity (e.g., from dress codes to website management & “co-creation”): <http://www.apple.com/>;  
<http://www.youtube.com/watch?v=0lfmlKYZ-vU>; <http://www.youtube.com/watch?v=NIHUz99l-eo&feature=related>
- “Brand mentality”: conceptualize & embrace core assets, organization, imagery and culture as brand – proprietary assets that create differential advantage (*Le Loi Factor*)



# 10 Essentials for Global Market(ing) Leadership

- See self & company as part of larger global system – committed to adding value to many stakeholders, ethically & sustainably, via participation in global value chains using the most advanced management tools of the 21<sup>st</sup> Century (*Hoi An Factor*)

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<http://www.luc.edu/exec-ed/custom.shtml>



# 10 Essentials for Global Market(ing) Leadership (Summary)

1. Focus on target market/customers and their satisfaction
2. Understand markets are dynamic; anticipate future trends; *drive* customer behavior
3. Commit to market research, appropriate measures and relationship management in entire market(ing) system.
4. Be resilient, empathic, and innovative
5. See challenges as opportunities (*Tran Hung Dao Factor*)
6. Emphasize HR Development: Inspire and empower employees to achieve organizational goals; welcome – encourage – input from everyone (*Hai Ba Trung Factor*)
7. Understand the imperative of employee dignity and personal growth
8. Know that every real/potential customer interface is an opportunity (e.g., from dress codes to website management & “co-creation”: <http://www.apple.com>)
9. Have a “Brand Mentality”: Conceptualize & embrace core assets, organization, imagery and culture as “brand” – proprietary assets that create differential advantage (*Le Loi Factor*)
10. See self & company as part of larger marketing/global system – committed to adding value to many stakeholders, sustainably, over time, via participation in global value chains (*Hoi An Factor*)

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