The Periodic Table of Marketing Strategy

Version 1.0, September 2026. 98 constructs in 18 families across 7 eras, with 18 imported theories below.
Click any cell for its family, era, block, tier, and anchor works; every anchor links to the publisher's page.

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EACH CELL: NUMBER, INFLUENCE PIPS, BLOCK CODE, THEN SYMBOL, CONSTRUCT, AND ANCHOR WORKS

FC Formulation, content · FP Formulation, process · IC Implementation, content
IP Implementation, process · IN Inputs: resources and assets · OUT Outputs: performance
ENV Environment and context · TH Imported theory
■■■ landmark · ■■□ major · ■□□ emerging or specialized · ⬚ open frontier position

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DETACHED SERIES · THEORIES IMPORTED FROM ADJACENT FIELDS, EACH SET NEAR THE FAMILIES IT FEEDS

SERIES T Imported Theories	T1 TH **Gv** Growth Vectors — Ansoff, 1957	T2 TH **Io** Industrial Organization — Bain, 1956	T3 TH **Rb** Resource-Based View — Barney, 1991; Wernerfelt, 1984	T4 TH **Dy** Dynamic Capabilities — Teece, Pisano, and Shuen, 1997	T5 TH **Ol** Organizational Learning — Argyris and Schön, 1978; March, 1991	T6 TH **Di** Disruptive Innovation — Christensen, 1997	T7 TH **Cy** Contingency Theory — Lawrence and Lorsch, 1967	T8 TH **Cf** Strategic Configurations — Miles and Snow, 1978	T9 TH **Vl** Exit, Voice, and Loyalty — Hirschman, 1970	T10 TH **Ay** Agency Theory — Jensen and Meckling, 1976	T11 TH **Se** Social Exchange — Blau, 1964; Thibaut and Kelley, 1959	T12 TH **Sn** Signaling Theory — Spence, 1973	T13 TH **Tc** Transaction Cost Economics — Williamson, 1975	T14 TH **Rd** Resource Dependence — Pfeffer and Salancik, 1978	T15 TH **In** Institutional Theory — DiMaggio and Powell, 1983	T16 TH **Ne** Network Effects — Katz and Shapiro, 1985	T17 TH **Sh** Stakeholder Theory — Freeman, 1984	T18 TH **Ef** Efficient Markets — Fama, 1970

How to read. Down a column follows one research stream through time. Across a row shows what the field studied in an era. Color marks the strategy domain, after Morgan et al. (2019). Pips give an influence tier. Numbers run by era, then family. Placements, anchors, and tiers are editorial judgments, and anchors are entry points rather than a complete record of any stream. Anyone who uses or adapts this table is responsible for verifying its contents against the original works.