Column 1 Family: Strategy and Positioning

Expands column 1 of the Periodic Table of Marketing Strategy, Version 1.0. 25 constructs in 7 families across the parent's 7 eras, plus 7 open positions. Outlined spine cells are the parent's own cells and keep their parent symbol and number.

Each cell: satellite number, influence pips (within the stream), block code, then symbol, construct, and anchor works (alphabetical).

- **FC** Formulation, content
- **FP** Formulation, process
- **IC** Implementation, content
- **IP** Implementation, process
- **IN** Inputs: resources and assets
- **OUT** Outputs: performance
- **ENV** Environment and context

■■■ landmark ■■□ major ■□□ emerging or specialized ⬚ open position ▢ parent spine cell

	A · MARKET CHOICE		B · STRATEGY CONTENT		C · PROCESS AND FIELD		D · VALUE LOGIC
	1 Segmentation and Targeting	2 Positioning and Differentiation	3 Growth Vectors and Portfolio Strategy	4 Strategic Types and Typologies	5 Strategy Making Process	6 Marketing Strategy Domain and Field	7 Customer Value-Based Strategy
PERIOD 1 **Foundations** 1960s	S1 ■■■ FC **Sg** **Market Segmentation** Haley, 1968; Smith, 1956 = P1, column 1	S2 ■■□ FC **Tp** **Positioning Coined** Trout, 1969	S3 ■■■ FC **As** **Growth Vectors** Ansoff, 1957				
PERIOD 2 **Planning** 1970s	S4 ■■■ FC **Wi** **Segmentation Research Issues** Frank, Massy, and Wind, 1972; Wind, 1978		S5 ■■□ FC **Pp** **Portfolio Planning** Day, 1977; Henderson, 1970 = P13, column 1	S6 ■■■ FC **Mn** **Strategic Types** Miles and Snow, 1978			
PERIOD 3 **Competitive Advantage** 1980s	S7 ■■■ FC **Dg** **Segmentation and Differentiation** Dickson and Ginter, 1987	S8 ■■■ FC **Ps** **Competitive Positioning** Aaker and Shansby, 1982; Porter, 1980; Ries and Trout, 1981 = P23, column 1	S9 ■■■ FC **Sk** **Strategic Market Planning** Day, 1984; Wind and Mahajan, 1981	S10 ■■□ FC **Tk** **Typology and Marketing Strategy** McDaniel and Kolari, 1987	S11 ■■■ FP **Sr** **Strategic Orientation for Marketing Theory** Day and Wensley, 1983	S12 ■■■ ENV **Wr** **New Directions for Marketing Strategy** Wind and Robertson, 1983	
PERIOD 4 **Orientation and Relationships** 1990s	S13 ■■■ FP **Wk** **Segmentation Foundations** Wedel and Kamakura, 1998	S14 ■□□ IC **Ap** **Positioning and Price Sensitivity** Kalra and Goodstein, 1998	S15 ■■■ FC **Ds** **Market Driven Strategy** Day, 1990	S16 ■■■ FC **Tm** **Types and Marketing Competencies** Conant, Mokwa, and Varadarajan, 1990	S17 ■■□ FP **Sm** **Strategy Making** Menon et al., 1999 = P38, column 1	S18 ■■■ ENV **Sf** **State of the Field** Varadarajan and Jayachandran, 1999	S19 ■■□ FC **Vt** **Customer Value-Based Theory of the Firm** Slater, 1997
PERIOD 5 **Assets and Accountability** 2000s	S20 ■■□ FC **Ts** **Target Market Selection and Strategy Fit** Slater, Hult, and Olson, 2007			S21 ■■□ FC **St** **Strategic Marketing Types** Noble, Sinha, and Kumar, 2002; Slater and Olson, 2001 = P56, column 1	S22 ■■□ FP **Dt** **Dynamic Strategic Thinking** Dickson, Farris, and Verbeke, 2001		S23 ■■□ FC **Vb** **Value-Based Marketing** Doyle, 2000
PERIOD 6 **Engagement and Networks** 2010s						S24 ■■□ FC **Dm** **Strategy Domain** Morgan et al., 2019; Varadarajan, 2010 = P74, column 1	S25 ■■□ FC **Rk** **Rethinking Marketing** Rust, Moorman, and Bhalla, 2010
PERIOD 7 **Frontier** 2020s	open position ? *Segments of one and algorithmic targeting*	open position ? *Positioning when agents compare offerings*	open position ? *Growth through platforms and ecosystems*	open position ? *Strategic types under AI*	open position ? *Strategy for algorithm-mediated markets* = column 1 open position	open position ? *The domain of marketing strategy after AI*	open position ? *Value-based strategy with autonomous customers*

How to read. Rows, block colors, and tier marks follow the parent table; tiers are judged within the stream. Down a column follows one family through time; across a row shows what the stream studied in an era. Spine cells may carry added anchors under the satellite's inclusion rule, which admits the stream's own journals and the outlets in which its defining statements appeared.

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.

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