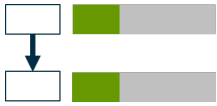


Market Edge Tools & Frameworks

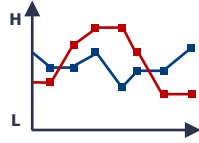
Market Understanding and Competitive Environment



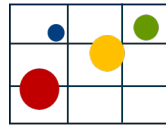
TOOLS & FRAMEWORKS



Adoption Chain



Competitive Assessment



Directional Policy Matrix



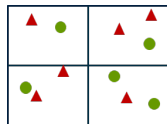
Growth x Share Analysis



Lifecycle Analysis



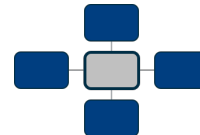
Market Map



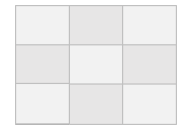
Opportunities & Threats

P	olitical
E	conomic
S	ociological
T	echnological

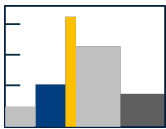
PEST



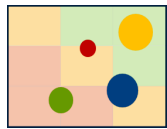
Porter's Five Forces



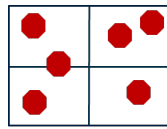
Product Landscape



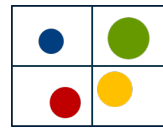
Profit Pools



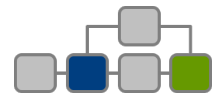
Right to Win



Risk Assessment & Tactics



Strategic Portfolio Analysis



Value Chain

These are the core concepts to characterize the size and shape of market, the structure and performance in the associated business system, and the nature of competition.

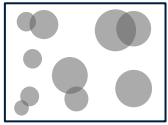
*Additional, tailored tools and frameworks are available in this category.

Market Edge Tools & Frameworks

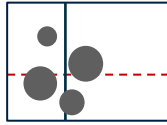
Customer Insight, Segmentation, and Targeting



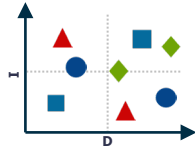
TOOLS & FRAMEWORKS



Account Targeting



Application Targeting



Critical Purchase Criteria



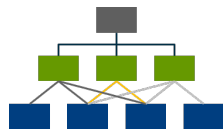
Customer Activity Cycle



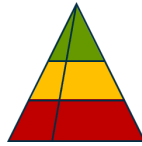
Customer Journey Map



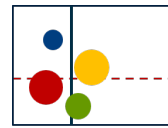
Customer Segmentation



Influencer Map



Segmentation



Targeting

These are the core concepts to develop actionable insights and targeting about the application and customer segments that comprise a market.

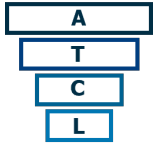
***Additional, tailored tools and frameworks are available in this category.**

Market Edge Tools & Frameworks

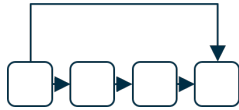
Positioning, Value Proposition, and Marketing Mix



TOOLS & FRAMEWORKS



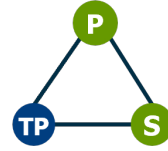
Brand Funnel



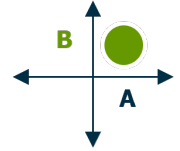
Channel Management



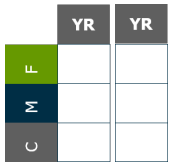
Execution



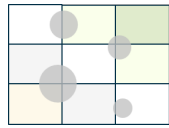
Offer



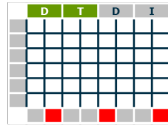
Perceptual Positioning



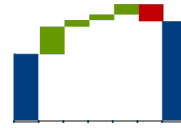
Performance



Performance Map



Touchpoint Analysis



Value Creation



Value Proposition

These are the core concepts to analyze competitive positioning and establish segment specific offers and marketing mix.

***Additional, tailored tools and frameworks are available in this category.**

Market Edge Tools & Frameworks

Pricing



TOOLS & FRAMEWORKS



Price Change Impact



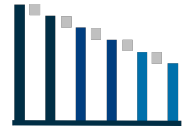
Price Impact



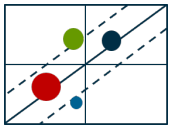
Price Sensitivity



Price Strategy



Transactional Pricing



Value Pricing

These are the core concepts to analyze value creation, set, and manage pricing.

***Additional, tailored tools and frameworks are available in this category.**

Market Edge Tools & Frameworks

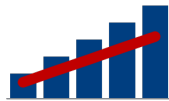
Innovation, Product Design, and Offer Development



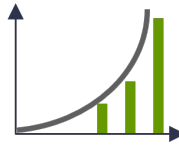
TOOLS & FRAMEWORKS



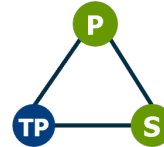
Concept Testing



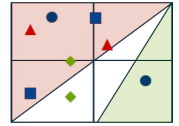
Investment Decision



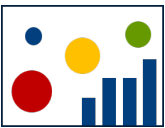
Net Present Value



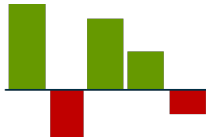
Offer



Opportunities for Innovation



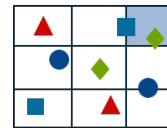
Project Portfolio Assessment



Pugh Matrix



Quality Function Deployment



Uncertainty Assessment

These are the core concepts to facilitate innovation, product design and offer development.

***Additional, tailored tools and frameworks are available in this category.**