

Product and Brand Management (MK 8620)

Fall, 2017



Center for Excellence in
BRAND & CUSTOMER MANAGEMENT

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Assignment 1a (Readings Based Questions)

Note: Submit your answers as a single document by September 14, 2017 at 5 pm on iCollege (Go to Assessments -> Assignments -> submit in Reading-Based Questions #1a). Please name the document as:

MK8620_LASTNAME_FIRSTNAME_1a

For the article, “The Incumbent’s Curse”, please answer the following questions:

1. Why are radical innovations important from a marketer’s perspective? Comment on the definition of a radical product innovator as ‘the firm that first commercializes a radical product innovation’. Provide reasons for agreeing or disagreeing with this definition.
2. Explain the reasons that incumbents may be reluctant to introduce radical product innovations.
3. In your opinion, do you feel that the incumbent’s curse is valid when it comes to new product innovations, especially in recent years? Substantiate your answers with examples.