

Commoditization Reading List

Books

Escaping the Price-Driven Sale: How World Class Sellers Create Extraordinary Profit
by Tom Snyder and Kevin Kearns

Commoditization and Its Impact on Environment and Society by Jack P. P. Manno

Commoditization and the Strategic Response by Andrew Holmes

How to Avoid Commoditization by Clayton M. Christensen and Michael E. Raynor
(**Digital** - Jan 5, 2008) - Download: PDF -Harvard Business School Press

Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates
by Peter Skarzynski and Rowan Gibson

Driving Growth through Innovation- by Robert B Tucker

Value Merchants: Demonstrating and Documenting Superior Value in Business Markets
by Nirmalya Kumar, James C. Anderson and James A. Narus

Articles

Leveraging Value To Retain Profitable Customers

Agency Sales

http://findarticles.com/p/articles/mi_qa5331/is_200711/ai_n21300902

Escaping Commoditization

Corporate Report Wisconsin

http://findarticles.com/p/articles/mi_qa5426/is_200712

Collaboration Halts Commoditization

America's Network

http://findarticles.com/p/articles/mi_m0DUJ/is_10_108/ai_n6158003

Beyond The Elevator Pitch: A High-Credibility Conversation

Agency Sales

http://findarticles.com/p/articles/mi_qa5331/is_200709/ai_n21294930

Silo Busting: How to Execute on the Promise of Customer Focus

http://harvardbusinessonline.hbsp.harvard.edu/b01/en/common/item_detail.jhtml;jsessionid=GVRJIJKLGMDAQAKRGWDR5VQBKE0YIISW?id=R0705F&referral=2341Gulati
publication date May 1, 2007

Everybody's Nuts!TM : A Dietitian's Perspective on How to Work with Branded Commodities

By Patricia Bannan, MS, RD

[Commodity Communications: Lessons Learned from Everybody's NutsTM Pistachios](#)

FuzzyBlog 6/16/2002

<http://radio.weblogs.com/0103807/stories/2002/05/16/marketing101WhenYourMarketGetsCommoditized.html>

Driving Forces of Commoditization

hr.com

<http://www.hr.com/servlets/sfs?&t=/Default/gateway&i=1116423256281&b=1116423256281&application=story&active=no&ParentID=1119278180824&StoryID=1119657472281&xref=>

Innovation Is the Antidote For Creeping Commoditization

Lori Colman

B2B Marketing Trends

<http://www.b2bmarketingtrends.com/abstract.asp?id=254&groupid=3>

Commoditization: Taming the Beast (pdf)

Moveo Branding

http://www.moveo.com/data/White_Papers/MOV-27037_commoditization_3.19.07.pdf

Commoditization of the Workforce

The Talent Commodity Trap: Circuit City

http://www.hrcapitalist.com/2007/03/the_talent_comm.html

Employees Are Not Disposable Commodities

<http://www.workplaceissues.com/aremp.htm>

Commoditization of Human Capital (pdf)

http://www.jim-carroll.com/acrobat/articles/csae/csae-10_apr2004_commodization_of_human_capital.pdf

The Digital Death Rattle of the American Middle Class:

<http://www.ctheory.net/articles.aspx?id=402>

Video

Huthwaite - Telecom

<http://www.youtube.com/watch?v=99jmOFnkH8w>

Four Value Drivers:

<http://www.youtube.com/watch?v=zqt2NStrQbY>

Information & Quality Revolution

<http://www.youtube.com/watch?v=BUDolGphIEI>

Kevin Roberts, CEO of Saatchi & Saatchi speaks on battling commoditization in Wharton interview on YouTube

<http://knowledge.wharton.upenn.edu/article.cfm?articleid=1935>