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Black&Decker Business Case Study Purchasing Motor Electrical Merchandising Week Who Owns Whom The Saturday Evening Post West's Federal Supplement Motor Record Black & Decker Quality Air & Electric Tools Ad \$ Summary Aero Digest Construction Methods Western Machinery and Steel World ... Cases in Product Management Canadian Machinery and Manufacturing News Motor Age for Automotive Servicemen Marketing America at Home Marketing The Ford Dealers News Nihat Canak Black and Decker Manufacturing Company, Brockville, Ont John A. Quelch Courtland L. Bov□e Victoria Kasuba Matranga

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research paper undergraduate from the year 2006 in the subject business economics offline marketing and online marketing grade 1 0 western carolina university course marketing management mature consumers language english

abstract during the 1984 1992 period black and decker had established themselves as a leader in the power tool industry it was their feeling however that the market for such tools was maturing to the point where expansion within the industry would provide little or no additional revenues so they decided to diversify black and decker began their expansion operation by acquiring general electric s small household appliance segment the leader in the industry the success of the ge deal and the reorganization efforts of their new ceo nolan archibald led black and decker to continue on this path of acquisitions and diversification in other areas 1 by diversifying black and decker lost focus of its core products power tools customers began to think that black and decker tools were losing quality because of their lack of specialization when they decided to divest the other business ventures the customers view of black and decker tools was positively affected as they regained market share however its image could be better so by advertising and sponsoring home improvement television shows black and decker could have a better image and gain more market share black and decker has divested much of its broad enterprises including its household and recreational outdoor products in favor of a more focused business model in the power and professional tools market they also need to regain their reputation of quality by advertising and sponsoring home improvement television shows 2 however black decker has now a diversified product line that competes in the consumer and professional power tools markets the company also has a fastening business and a home and hardware business that provide diversification from tools such diversification helps mitigate the volatility associated with cyclical swings in any particular market black decker is known for its innovation which would help the company to continue to develop new products for these and other markets the company has come up with numerous firsts for instance it introduced the portable drill cordless power tools and laser levelers this high degree of innovation has resulted in a reasonably high vitality index which measures the portion of total sales derived from products introduced in the last three years

includes annually 1961 home goods data book

cases decided in the united states district courts united states court of international trade and rulings of the judicial panel on multidistrict litigation

including automobile buyers reference

advertising expenditure data across multiple forms of media including consumer magazines sunday magazines newspapers outdoor network television spot television syndicated television cable television network radio and national spot radio lists brands alphabetically and shows total expenditures media used parent company and pib classification for each brand also included in this report are industry class totals and rankings of the top 100 companies in each of the media

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