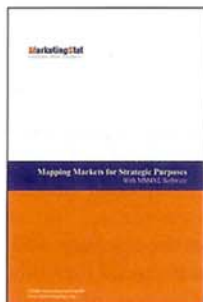# Mapping Markets for Strategic Purposes with MM4XL Software

Reviewed by Chuck Chakrapani

Mapping Markets for
Strategic Purposes
with MM4XL Software
MarketingStat
Books Edition
(MarketingStats.com),
2004

Brand mapping can be a powerful tool to understand markets. There are many techniques available to do this and they are not difficult to use. Yet mapping is one of the least effectively used marketing analytic tools. Considering how valuable pictures can be in explaining marketing strategies, this is unfortunate. I suspect that is because the books written on the subject tend to be too technical and the explanations provided tend to be highly superficial. So it is a pleasure to come across *Mapping Markets for Strategic Purposes with MM4XL Software*, which bridges the gap between such inaccessible technical literature and superficial explanations.

Mapping Markets starts with a straightforward, non-technical introduction to brand mapping and how it is generally created by one of three commonly used techniques: factor analysis, discriminant analysis, and correspondence analysis. This is followed by a general explanation of brand maps and how they can be used for exploratory, strategic, or trend analytic purposes. A very detailed (yet not too lengthy) explanation of correspondence analysis in this chapter is one of the best I have seen, and it closely follows the French tradition of Jean-Paul Benzecri and others.

Marketers and researchers will find the last part of the book, "Case Examples," invaluable. There are six examples, with approximately 10 pages devoted to each. Each example shows how the mapping technique was used and how the output helped solve the marketing problem at hand. These examples include: (1) market segmentation and evaluation (automobile example); (2) market segmentation and evaluation (vitamins); (3) dynamic market monitoring (ulcer and gastric drugs); (4) mapping communication claims (ulcer and gastric drugs); (5) regional sales analysis (ulcer and gastric drugs); (6) Industry sector analysis (over the counter products); and (7) analysis of product profiles (mineral water). These examples show the variety of problems to which the mapping can be applied. (Most textbooks hardly go beyond a simplistic brand vs. attitude map, with only a rudimentary explanation of what they really mean.)

All the mapping described in the book can be implemented using the MM4XL software that is included with a 90 day license. While the software is very good, and after 90 days you can decide whether to buy it or not, the value of the book is not dependent on the software. This book can be useful with or without the software. If what you see here appeals to you, you can also download a fully functioning copy of MM4XL—which includes a variety of related programs such as brand switch analysis, cluster analysis, forecast manager, segmenta-

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tion tree, and semantic differential—for 21 days. Researchers who are visually oriented will find these programs particularly appealing.

Another attractive feature of this book (especially for time-pressured researchers like me) is its brevity. The book is only 134 pages, including references and the index. You can comfortably read it in one evening, and know a lot more about how brand mapping works. ●