

Thomas J. Kosnik Research, Cases, and Publications

Books, Articles, Chapters, and Working Papers

Bonoma, Thomas V., and Thomas J. Kosnik (1990), *Marketing Management, Text and Cases*, Richard D. Irwin, Homewood, IL.

Burgelman, Robert A., Kosnik, Thomas J., and Van den Poel, Martine (1988), "The Innovative Capabilities Audit Framework", in Burgelman and Maidique, *Strategic Management of Technology and Innovation*, R. D. Irwin, Homewood, IL.

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Course Development: Notes

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Drumwright, Minette and Thomas J. Kosnik (1989), "Marketing Strategy Formulation," HBS Case Services #N9-590-001.

Kosnik, Thomas J. (1989), "Corporate Positioning: How to Assess Build--A Company's Reputation," Harvard Business School Case Services #N9-589-o87

Kosnik, Thomas J. (1986), "Strategic Planning: What Goes on Behind Board Room Doors?" in *Strategic Account Management*, Spectrum Training Corporation, Lynfield, MA.

Kosnik, Thomas J., and Eric Joachimsthaler (1988), "The Optical Distortion New Product Forecasting Model," with accompanying computerized model in Lotus 1-2-3, HBS Case Services #N9-588-079.

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Stein, Ellen, Iansiti, Marco, and Kosnik, Thomas J. (1994), "Product Development: A Customer-Driven Approach," HBS Case Services #N9-695-016.

Sultan, Fareena, and Thomas J. Kosnik (1989), "Marketing Situation Assessment," HBS Case Services #N9-590-006.

Course Development: Cases and Teaching Notes

1. ACCESS Systems America (2002) (Prepared by Katherine Barr, under the guidance of Thomas J. Kosnik) STVP-2002-003.
2. Achieva.com: Strategic Decisions in an Educational Startup (2001) (Prepared by Daria Wagganer, under the guidance of Thomas J. Kosnik and Marilyn Kourilsky) Kauffman Center for Entrepreneurial Studies.
3. Airify Communications: The Wireless Router Company (2002) (Prepared by Sei Wei Ong, under the guidance of Thomas J. Kosnik and Wong Poh Kam) STVP-2002-002.
4. Airify Communications: The Wireless Router Company Teaching Note (2002), (Prepared by Sei Wei Ong, under the guidance of Thomas J. Kosnik and Wong Poh Kam), STVP-2002-002-TN.
5. Aurora Lotion (under Gale) (1978), in Gale, Borden, and Jeannet (1986), *Cases in International Marketing*, Prentice-Hall, Englewood Cliffs, NJ.
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7. Boston Fights Drugs (A) and (B) Teaching Note (1988), HBS Case #5-589-006.
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9. Center for Women in Enterprise (Prepared by Thomas J. Kosnik and Natalie Zakarian) HBS Case # 9-597-067.

10. College Kids 1999: Fund Raising on a Shoestring Budget (Prepared by Jay Preston, Daria Wagganer and Thomas J. Kosnik) STVP-1999-001.
11. College Kids 2001: Learning Centered Communities for Community Centered Learning, STVP-2001-003.
12. Danger: Powering the Next Generation of Mobile Technology (2003) (Prepared by Sei Wei Ong and Thomas J. Kosnik, with guidance and support from Wong Poh Kam), STVP-2003-002.
13. Edison Schools: Riding the Waves of School Reform (2002) (Prepared by Elita Cheung, Thomas J. Kosnik, Marilyn Kourilsky and Laura Pfeifer) Kauffman Center for Entrepreneurial Studies.
14. EA Sports 1996: Defending the Brand , STVP-1997-001.
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16. Global Wireless Ventures (2002) (Prepared by Sei Wei Ong, Thomas J. Kosnik, and Lena Ramfelt, guidance and support from Wong Poh Kam) STVP-2002-005.
17. Handheld Computing Industry – 2000 (2000) (Prepared by Sachin Kansal under the guidance of Thomas J. Kosnik), STVP-2000-002.
18. Heidi Roizen Inc. (Prepared by Daria Wagganer under the guidance of Thomas J. Kosnik), Stanford Technology Venture Program Case STVP1998-001.
19. Hewlett Packard: International Digital Villages (2002) (Prepared by Ariel Sander, under the guidance of Thomas J. Kosnik) STVP-2002-001.
20. HP ITIO: Internet Startup in a Hardware Giant (1999) (Prepared by Sweta Sarnot, under the guidance of Thomas J. Kosnik) STVP-1999-008.
21. Manac Systems International, Ltd. (1986), HBS Case #9-587-076.
22. Manac Systems International Teaching Note (1988), HBS Case #5-589-073.
23. Medical Equipment (A) (under Burgelman) (1983), in Burgelman and Maidique (1988) *Strategic Management of Technology and Innovation*, R. D. Irwin, Homewood, IL.
24. Microsoft Corporation: The Introduction of Microsoft Works (1987), HBS Case #9-588-028.
25. Microsoft Corporation: the Introduction of Microsoft Works Teaching Note (1988), HBS Case #5-589-007.
26. Microsoft Kanji Works (1992), Stanford Case S-M-270 (Prepared by Keith Cross under the guidance of Thomas J. Kosnik).
27. Microsoft Kanji Works - Teaching Note (1992), Stanford Case S-M-270 (TN).
28. Microsoft LAN Manager (1990) (Prepared by Keith Cross under the guidance of Thomas J. Kosnik), Stanford Case S-MT-11.
29. Mitali Dutta: Career Crossroads (1998) (Prepared by Daria Wagganer under the guidance of Thomas J. Kosnik), STVP-1998-007.
30. New Marketing Imperatives (NMI) Video Launch (1994), (Stanford SoE Case).

31. Note on the Global Motorcycle Industry - 1995 (1998) (Prepared by Duco Pasmij, Daria Sander Waggener, and Brandon Wu under guidance of Thomas J. Kosnik), STVP-1998-002.
32. Optical Distortion (A) and New Product Forecasting Model Teaching Note (1988), HBS Case #5-589-005.
33. Orange Gum Pty. Ltd. (2002) (Prepared by Wong Poh Kam and Thomas J. Kosnik), STVP-2002-009.
34. Palm Computing: The Pilot Organizer (1998) (Prepared by Raj Atluru and Kevin Wasserstein under the guidance of Thomas J. Kosnik) HBS Case #9-599-040.
35. pc:Order: Revolutionizing a Channel (1999) (Prepared by Sandeep Punater and Lisa Nagatoshi under the guidance of Thomas J. Kosnik) STVP-1999-007.
36. Progressive Artists Open Systems (PAOS): Metapreneurs in Corporate Identity (1996) (Prepared by Julie Usher and Thomas J. Kosnik), HBS Case # 9-597-068.
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38. Round Table Group at the Millenium: What's Next? (Prepared by Thomas J. Kosnik and Russ Rosenzweig), STVP-2000-001.
39. SmithKline Consumer Products: The CONTAC Relaunch (Prepared by Jennifer Lai and Thomas J. Kosnik), (1988), HBS Case # 9-588-046.
40. SmithKline Consumer Products: The CONTAC Relaunch Teaching Note (1988), HBS Case # 5-589-016.
41. Software Architects (A) (under Burgelman) (1983), in Thompson and Strickland, (1984), *Strategic Management: Concepts and Cases*, Burgelman and Maidique (1988), *Strategic Management Or Technology and Innovation*, R. D. Irwin, Homewood, IL.
42. Software Architects (A) Teaching Note (1984) Stanford GSB Case # S-M-225A (TN).
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47. Stanford Office of Technology Licensing (OTL) (A) (2002) (Prepared by Resmi Arjunapillai and Thomas J. Kosnik) STVP-1998-008-TN.
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49. Three Guineas Fund: Women's Technology Cluster (1999) (Prepared by Stephanie Langenfeld, Thomas J. Kosnik and Lena Ramfelt) STVP-1999-009.
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52. Tropos Networks: Enabling the Next Generation of Wireless Networks (2003) (Prepared by Sei Wei Ong, under the guidance of Thomas J. Kosnik and Wong Poh Kam), STVP 2003-001.
53. Vietnam Technology and Telecommunications Fund (2001) (Prepared by Sunaina Sinha under the guidance of Thomas J. Kosnik) STVP-2001-001.
54. Visio Corporation: A Visual Adventure (1998) (Prepared by Tasha Evans-Beauchamp and Thomas J. Kosnik), STVP-1998-003.
55. Wireless Industry in 2002: What's Happening with Wireless? (2002) (Prepared by Sei Wei Ong, under the guidance of Thomas J. Kosnik and Wong Poh Kam) STVP-2002-004.
56. Xerox Corporation: Customer Satisfaction Program - Teaching Note (1992), (Prepared by Thomas J. Kosnik and John A. Quelch), HBS Case.
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Conference Presentations

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Kosnik (1992a), "How to Penetrate New Markets," Stanford Alumni Association Breakfast Briefings Series, November.

Kosnik, (1992b), "The Role of Leadership in Higher Education: Challenging Existing Paradigms," Keynote Address, American Management Systems College and University Systems Group Users' Conference, April.

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