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Chapter 2: The Marketing Implications of Corporate and Business Strategies

Take-Aways

1. Marketing perspectives lie at the heart of strategic decision making, whether at the corporate, business-unit, or product-market levels. All managers who aspire to general management roles need marketing concepts and tools in their repertoire.
2. Market-oriented firms—those that plan and coordinate company activities around the primary goal of satisfying customer needs—tend to outperform other firms on a variety of dimensions, including sales growth, return on assets, and new product success.
3. Unethical behavior by a firm's employees can damage the trust between a firm and its suppliers and customers, thereby disrupting the development of long-term relationships and reducing sales and profits over time.
4. The four major paths to corporate growth—market penetration, market development, product development, and diversification strategies—imply differences in a firm's strategic scope, require different competencies and marketing actions, and involve different types and amounts of risk. Decisions about which path(s) to pursue should consider all of these factors.

Mullins And Walker Marketing Management 8th Edition

Thomas Griffiths



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