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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

General Theoretical Marketing Techniques

By David Tang

For a marketing plan to be successful, the mix of Product, Price, Promotion, and Placement must

reflect the wants and desires of the consumers in the target market. Trying to convince a market segment to buy something they don't want is extremely expensive and seldom successful. Marketers depend on marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for. Marketers hope that this process will give them a sustainable competitive advantage. Marketing management is the practical application of this process.

Most companies today have a customer orientation (also called customer focus). This implies that the company focuses its activities and products on customer needs. Generally there are two ways of doing this: the customer-driven approach and the product innovation approach.

In the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions. No strategy is pursued until it passes the test of consumer research. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. The starting point is always the consumer. The rationale for this approach is that there is no point spending R&D funds developing products that people will not buy. History attests to many products that were commercial failures in spite of being technological breakthroughs.

The next big thing is a concept in marketing that refers to a product or idea that will allow for a high amount of sales for that product and related products. Marketers believe that by finding or creating the next big thing they will spark a cultural revolution that results in this sales increase.

In a product innovation approach, the company pursues product innovation, then tries to develop a market for the product. Product innovation drives the process and marketing research is conducted primarily to ensure that a profitable market segment(s) exists for the innovation. The rationale is that customers may not know what options will be available to them in the future so we should not expect them to tell us what they will buy in the future. It is claimed that if Thomas Edison depended on marketing research he would have produced larger candles rather than inventing light bulbs. Many firms, such as research and development focused companies, successfully focus on product innovation. Many purists doubt whether this is really a form of marketing orientation at all, because of

the ex post status of consumer research. Some even question whether it is marketing.

Diffusion of innovations research explores how and why people adopt new products, services and ideas.

A relatively new form of marketing uses the Internet and is called internet marketing or more generally e-marketing, affiliate marketing or online marketing. It typically tries to perfect the segmentation strategy used in traditional marketing. It targets its audience more precisely, and is sometimes called personalized marketing or one-to-one marketing.

David is the leader of a software development team, who developed many types of automation software. One of them is Article Post Robot ,

<http://www.ArticlePostRobot.com>

, the software which can

post articles to hundreds of article sites and mail lists automatically. Demo is available upon request at [help\(at\)articlepostrobot.com](mailto:help(at)articlepostrobot.com)

Are You A Suitable MBA Candidate?

By Steffen A.Hall

Sponsoring companies also find that supporting participation in the Global Executive MBA program also helps attract and retain talented employees, and prepare them for future leadership roles within the company.

MBA's are often seeking a more general managerial role in their current industry. The MBA provides a portfolio of managerial tools and techniques as well as the 'softer' skills needed to succeed as a manager. Entrepreneurial spirit, dedication, commitment and professionalism are words often attributed to MBA graduates.

Why You Need An MBA!

The massive expansion in MBA provision has, in many ways, made the qualification more attractive to employers. This is because of a shift in emphasis in MBA content, and a major change in those studying for the qualification. Both changes were pioneered primarily in the UK, where the typical student is now in their late twenties or thirties, has considerable management experience, and is more likely to be studying while working rather than incurring the opportunity costs of full-time study. In fact, many managers are now studying MBA programs from around the globe, without detriment to the quality of their student experience or the value of the qualification.

Marketing: People who are in charge of marketing the goods or services of any organization need to be able to create effective marketing strategies and convey their message to people efficiently. An MBA

General Theoretical Marketing Techniques

program equips its students with theoretical knowledge as well as practical marketing skills, which can help in getting jobs in the marketing field. With the MBA degree, you can look to become no less than a product manager responsible for marketing.

Am I A Good MBA Candidate?

As the MBA is a very intense program, not to mention very expensive, schools are looking out for those applicants who come across as having prior knowledge about the program and are also clear about what they want from the program.

You must have a really solid and complete application file. List down all your qualifications and your work experience in a way that complements them. Do NOT leave any part of the application form blank.

If your MBA application is as good as it should be, then you may be short listed for the interviews. This is another critical aspect of the MBA admissions process and here the interviewer can physically determine how good a candidate you are for their MBA degree.

Why MBA graduates Earn 56% more? Find out the Top MBA Program at

<http://TopMbaProgram.eask.info>



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