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Marketing Management And The Eu

By Jonathon Hardcastle

Many of the marketing texts argue that marketing is a logical process with a natural structure which

can be viewed primarily as a method of: understanding the marketing environment; using the marketing mix; developing a marketing plan based upon the use of the mix; implementing a plan through a strategy; and finally, using a control method to ensure the strategy is adhered to. This marketing process is reviewed and evaluated regularly and modifications made to the use of the mix to take account of market changes impacting upon competitiveness. This view of marketing seems to suggest that much of the marketing theory relate to multinational enterprises, which are internationally based and have global ambitions. The EU market constitutes a differentiated marketplace in terms of culture, competition, and organization strategies used to penetrate the target market. Although these differences have their implications interfere with a country's business planning, EU is considered as an opportunity for companies worldwide to expand through internationalization strategies and compete with major players in terms of sales, profits, market shares and organizational momentum.

Another core issue in marketing is the growth and importance of theories in networking and interaction. This view looks at the way in which companies and organizations interact and consequently network with each other to gain commercial advantage in world markets. The network can be using similar subcontractors or components, sharing research and development costs or operating within the same governmental framework. Clearly, being within the EU, a trading block with no internal barriers creates its own networks. Collaborations in aerospace, vehicle manufactures and engineering have all sponsored the development of a European outlook based on its own internal market network. This network and interaction approach to marketing shows the substance of being able to influence decisions by knowledge of how the EU network works or interacts.

The EU is a rich, diverse market, with a vibrant and varied cultural heritage; this means that although there has been a harmonization process within the 15 states as a result of the formation of EU, there are still differences. Rather than business being simpler as a result of the union, it should be recognized that because of regulation and need to restructure in a global market it can be highly complex. It should be remembered that the Europeans have a high-income average and like to have their cultural differences recognized. Those firms that will or have recognized this have a good chance of developing a successful marketing strategy to meet their needs.

Furthermore the marketing operations of EU companies need to be adapted in order to respond to the multiple of changes which have taken place in Europe. However, it is not possible to identify clearly how companies should modify their marketing operations. Some companies face radical change to overall strategy as well as to marketing operations. Other companies are more likely to consider minor alterations to their existing strategies and marketing initiatives. The only "golden rule" as is so often the case is that there are no "golden rules." EU companies need to assess their marketing response to the changes in the European environment, on the basis of careful studying the effects of these changes on their current and likely future activities.

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Quality Management: Organizational Needs

By Matthew Noel

Any business out there can benefit from quality management. Whether you are producing thumb tacks or if you are producing IT equipment, there is little doubt that they need to be of the highest levels of quality. Yet, as your business grows, you will find it farther and father difficult to manage quality management. Because it is so very important, though, you need to find a way to make sure it is dead on.

What solutions are out there?

You know that you need quality management but finding the most effective way to get it may seem difficult. The good news is that there are a large number of options that can help you. >From organizations that specialize in quality management to software programs that you can use. You can invest in having your staff and managerial levels of employees trained more efficiently to produce the desired results as well. So, there are options out there to help just about any organization get the quality management that they need.

What good will it do?

Do you ever get the feeling that you are investing dollar after dollar into your business whether it is

through marketing or improving efficiency and somehow you still need something more? It could be that your product is not the same inside and out. If you deliver to your customer 100% the same product time and time again, they will know that they can rely on you and they'll keep coming back. It takes time, yes. It takes money as well. But, quality management is a benefit to you many times over.

Investing in quality management in one form or another is an excellent way to get the products and services that you produce to the consumers in a manner in which they will be thrilled about. It will provide you with the help that you need to take your business to the next level as well. Considerations in quality management should be made.

For more information please see

<http://www.quality-management-info.co.uk>



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