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Today's Definition of Marketing. Has it Changed?

By Bobette Kyle

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With the continued proliferation of the Internet, the meaning of the word "marketing" also proliferates. There seem to be as many definitions of marketing as there are marketers.

Many see marketing as a series of tactics or gimmicks. Some push pyramid programs [multi-level marketing (MLM) or network marketing] as the way to successful marketing.

Others may say the Web has made traditional marketing obsolete. I say the Internet has expanded our capabilities, created new ways of doing business, and radically changed business dynamics. It has not, however, changed the foundation of marketing.

Basic, traditional marketing is as relevant as ever. The Four P's – product, price, place (distribution), and promotion – whether you tack on added P's and C's or not, are still very much alive. Strategic thinking, segmenting, and targeting can still earn you a competitive advantage.

Marketing still means determining what our customers need and want, planning how we are going to meet those needs and wants, and then implementing our plan.

We still have products, services, and ideas to sell at some price. We still deliver to our customers via some means of distribution. We still promote and we still advertise. Those are the basics. Those basics still exist and always will.

What *has* changed is the business environment. Companies compete with more efficient technologies. Customers have better access to their cost options and they communicate to each other in a not even conceivable in the pre-Internet age.

In some industries, the Internet has lowered the cost of entry so that entrepreneurs – many times from a home office – have entered the competition. The changes in competitive environment are numerous.

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What have also changed are marketing strategies and the marketing programs we have available to implement those strategies.

These have changed, but basic marketing has not. Superior marketing is and always has been analysis, then action. It is strategy development, then logical and thought-out tactical implementation. It is the way to customer satisfaction and increasing profit. It is the process of:

- 1) Analyzing your customers and the business environment in order to
- 2) identify key opportunities to better and more profitably meet customer needs,
- 3) figuring out how to act on those opportunities, and then
- 4) implementing your plan.

The process doesn't have to be cumbersome. Five-year plans and novel-length documents are not required. The logic of the action is what's important.

By applying the basic marketing process both online and offline, your chances of success skyrocket.

Bobette Kyle draws upon 10+ years of Marketing/Executive experience, Marketing MBA, and online marketing research in her writing.

Bobette offers a range of marketing plan tools to fit your business and budget. Find out more at [www.bobettekyle.com](#) or visit the Web Site Marketing Plan Network,

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High Definition DVD

By Hyun Kim

Definition of high definition DVD

High definition DVD is like an evolution in DVD format rather than just an outright revolution. If we compare the audio and video quality the difference is just like what was in DVD and VHS Tapes. Now day's television sets are compatible to display high definition pictures quality. If talk more precisely high definition DVD offers about 1080 lines of video resolution then compare to 576 or 480 lines offered by other DVD.

Need of High Definition DVD

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The answer is very similar to the reason for choosing DVD rather than VHS Tapes. Not only high quality audio and video, the increased capacity of High definition DVD is the major advantage over DVD. You can store one full movie in one single disc rather than using multiple disks as earlier.

However using High definition DVD no where means that your existing DVD media gone obsolete. Almost all the latest high definition DVD is fully compatible to the older DVD media. In fact most of latest High Definition DVD formats also capable of increasing the resolution of old DVD to upwards which means you can still enjoys your old collection in latest High definition DVD format. This feature will sooner or later be found in almost all–High definition DVD players. This up scaling not equals to real high definition movies but this can provide you high resolution without loss of quality.

Various format of High Definition DVD

Two major competing formats are HD DVD and other is Blu ray disk or simply BD. Other formats are also there but all these are based in Asia these includes EVD, FVD etc.

Playing High Definition DVD on Computer

As of now there is no fully compatible system is available to play real high definition DVD. To display highest audio/video resolutions there is requirement of high–speed processor and dedicated audio decoding hardware. Cyberlink the maker of PowerDVD has taken some initiatives by demonstrating playing some HD DVD with PowerDVD on Intel Pentium D processor in September 2005.

Cyberlink is also demonstrated paying of Blu Ray disks with PowerDVD. The latest versions of PowerDVD deluxe support various High definition DVD formats including H264 etc. Other players in market are makers of winDVD, another High definition DVD player software.

Blu–ray Vs HD DVD format of High Definition DVD

Blu ray is one of two most popular high definition DVD format. It uses blue–violet laser for reading and writing data that is why is called Blu ray or BD. On the other hand HD DVD is another most popular High definition DVD format. HD DVD is not synonymous to High Definition DVD but it's just a format of High definition DVD.

HD DVD and Blu Ray both comes in three different formats one is readable only called ROM second is Writable and third is Rewritable.

Hyun Kim is a freelance writer who writes about home audio and home theater related topics. He loves to visit Stereo|411 to discuss Home Audio topics at

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