

# Harvard business review essay sample

[Business](#), [Industries](#)



Theodore Levitt's "Marketing Myopia," published in the Harvard Business Review in 1960, provides an excellent perspective throughout the mind of your respective customer. Over forty a very long time later, the essay may be relevant along with insightful, ready with suggestions about revenue, marketing, along with reinvention.

People who focus on marketing strategy, various predictive techniques, and the customer's value can go beyond myopia. This may entail the use of long-term benefit objectives. Others allow us similar conditions. Kotler and also Singh (1981) coined the definition of marketing hyperopia, where they mean a better vision associated with distant problems than associated with near ones. Baughman (1974) uses the definition of "marketing macropia" that means an extremely broad view of this industry.

Referring to summary of this article, (as released, in the HBR) Marketing Myopia responded that question in a very new demanding way simply by urging businesses to define their industries broadly to benefit from growth chances. Using the archetype of the railroads, Levitt showed the way they declined undoubtedly as technology advanced simply because they defined themselves too directly. To keep on growing, companies should ascertain and act on their customers' needs and desires, and definitely not bank about the presumptive longevity with their products.

As the author says that every major industry was once a growth industry. But some that are now riding a wave of growth enthusiasm are very much in the shadow of decline. This statement has pounded those concern individuals involve in business to not too euphoric in present times. One must take look

at the behavior of its market and continue innovate to meet the future demand.

a.) Arriving at a conclusion that was based on industry insights and apparent true stories and yet there was no referencing other than to secondary pieces of work.

b.) Also Levitt concluded his findings on the entire oil industry based only in one article .

c.) Also Levitt shared on what the railway ndustry experiencing is that it all were associated with marketing errors and to narrowly defining their industry. Levitt had Sustained growth depends on how broadly you define your business and how carefully you gauge your customers' needs.

d.) Levitt had repeatedly emphasizing to broadly define your industry that this could somehow lead the management of the business to spread its resources too thinly. Believing that the downturn of the industry is usually influence by combination of factors. It seems that the author overly emphasized in its literary piece to favor the marketing aspects. Also, this over emphasizing could lead to neglecting other areas of management.

e.) Marketing myopia is too long to read, it need not provide a lot of examples knowing he don't have empirical data or factual information.

f.) One of the attractions for the article was his example on different industries. Given to clearly serve its argument and to credentials into it. Subsequently, this examples becomes the flaws of the piece because as you read the article it also become dubious. His literary piece becomes a myopic piece on his part. Probing the idea of Marketing Myopia can be done with just 2 or 3 paragraphs not 15 page.