

# Marketing is everybodys business essay

[Business](#), [Marketing](#)



## **Primary Message the Author is Sending to the Reader**

In the article, the author tries to show the reader that, in the new product marketing, there are many departments involved to make the marketing of the product a success. All the functional areas in an business have to be included in the marketing of the product from when the product is just an idea to the final marketing.

## **The primary audience of the author and why the message is directed to them**

The primary audience includes various heads of departments in the various organizations that deal with marketing. In addition, the audience includes scholars in the marketing field that are seeking to develop and maximize efficient marketing methodologies that can suit the changing marketing field. This message to the audience helps them understand the issues and complexities involved in new product marketing.

## **Evidence the author provides to his Audience**

The author supports his message by indicating to the author that ideas that are to be turned into products need to be well screened. This will involve departments such as engineering, finance and research and development to make certain that the final idea chosen is a possible, profitable venture.

## **Conclusion**

The author informs the reader that some of development programs in marketing can take a long time to materialize, and it will utilize a lot of assets and manpower. Additionally, the author warns the reader that the risk of competition has a significant impact on the expected profits when using a

new product marketing process. Further, the author notes to the reader that new product marketing is complex are to some extent though returns from the process are huge.

This article contains crucial information that readers can apply when doing their work. This will aid in improving their company's performance or help in developing new marketing ideas. The author is clearly an expert in the marketing field. This is because the author exhibits expertise to combine and show how the various departments in an organization play an essential role in ensuring that marketing of a product is a success.