

# Marketing is everybody's business george by gresham article review examples

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



In his article titled “ Marketing is Everybody’s Business”, George Gresham asserts that marketing as a way of doing business serves a primary function of identifying new business opportunities. According to the author, marketing is in most cases misconstrued to be a province of the marketing department. Additionally, the author refutes that marketing is an activity that majorly involves product promotion and advertisement. To the author, since marketing is a chain process, product promotion and advertisement occupy the last steps of this process (marketing). It is indubitable that the author is trying to emphasize that, though mostly taken to be the process of flacking a new or an existing product, marketing is a process that begins right when one identifies a business opportunity. All the other somewhat related activities that are done when a new product wants to be introduced into the market all forms part or marketing. These include activities like distribution strategies, pricing, product positioning, promotion, procurement as well as training of personnel.

Even though the author does not mention the intended audience of his article, it is inferable that the article is intended for the readership of two primary groups of audience. Firstly, it can be deduced that the article is intended for marketing students. Marketing students are by all means supposed to understand the meaning and purpose of marketing. Considering that the author, through the article, tries to clear some of the common misconception about marketing, is logical to purport that the article is destined for the readership of the marketing students. Secondly, it is inferable that the article is intended for people served with the responsibility of marketing in a business organization. The article in a way serves as a

reminder to business marketers that their role goes beyond mere product promotion and advertisement.

Veritably, the article's primary theme is riveted on marketing. Throughout the article, the author explains the process of marketing besides identifying some of the possible participants in marketing. It was inferred in the preceding paragraph that the article is meant for marketing students. This is assertable with in mind that the Gresham is a marketing professor at the Jacksonville University's Davis College of Business. Again, the article as mentioned above could be intended for the readership of business marketers. From an outward look, business marketing can be easily taken to be the process of promoting a product; in most cases business marketers who incessantly misinterpret the function of business marketing to be primarily product promotion. It is this notion that the article is singularly meant that article is meant to extinguish.

The author, after explaining the formation and the roles " new product groups" mentions in parting that the process of marketing new product is an overly complex process with the potential of warranting admirable returns if done right. As mentioned in the article, proper marketing is the best way to do business. Again, the author proceeds to asseverate that the understanding of marketing as a process is one way of demarcating the rules of competitive engagement in business.

## **Reference**

Gresham, George (2010). Marketing is Everybody's Business. Jacksonville Business Journal.