

# Good example of name essay

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



## **‘ Instructor’s Name’**

Marketing is Everybody’s Business by George Gresham

- A Reflection by ‘ Name’

In his article ‘ Marketing is Everybody’s Business’, George Gresham conveys that, contrary to the popular opinion, marketing is not a discipline exclusive to the marketing department. It is more a way in which an organization should conduct its business, and is not limited to the advertisement or sales promotion activities of the company alone. He delineates his point by taking the example of new product marketing.

The article is aimed at disseminating the primary idea behind the marketing activity, to marketing academicians and practitioners, and in general to anybody involved in a business organization. The article is an attempt to refute the popular notion that marketing is strictly a sales related activity. Gresham by using the example of a new product launch has conveyed, how marketing actually starts from conceiving a product idea, and by doing so have thrown light on the extent of the boundaries of this discipline.

Gresham elucidates how identifying a new idea/product is the significant and first function of the marketing department in a business. He says identifying customer needs or market trends, is done by the front end team, and developing that idea into a final product involves many functional areas of the organization. He further expands his point saying how each department involved in the new product development, has to perform certain activities which we normally group under the purview of the marketing function. For example, the participants in the project has to negotiate for funding the project and to get the support of the management, marketing research has

to be done to give sales projections, environmental audit has to be done to gauge opportunities and threats, and product team has to decide on areas such as branding, distributing, pricing and packaging the new product.

Through this article, Gresham asserts the importance of the marketing functions in the success of a new product development and launching. By this example, he conveys the larger message that each activity in an organization should be done based on the principles of marketing, which according to him would give the business its competitive edge.

Thus, Gresham successfully conveys how marketing is not a set of activities aimed at devising sales promotion campaigns, which happens at the tail end of the product life cycle. By explaining how marketing plays a part in new product development, he has put it beyond doubt that marketing is omnipresent in an organization, and every function performed in the course of a business activity, has a marketing dimension to it.