

Marketing myopia levitt

Business, Marketing



Another idea which Levity explains in the article says that organizations should concentrate not just on products, but also on customers. A lot of businesses which are recognized as developing will decline sooner or later because the management concentrates its effort on increasing and improving products without thinking about customers' needs. Levity, in his article, implies that companies or organizations will operate much better if they don't focus just on selling products. He thinks that they should concentrate most of their attention on customers' needs. Levity talks about misunderstanding differences between selling and marketing, too.

He explains that selling is thinking about seller's need which means converting a product into money, while marketing concentrates on buyer's needs which include completely different things which are connected with making a product, providing it to a customer, and finally being consumed by a customer (Levity 1960 p. 50). He mentions that a truly good marketing-minded business attempts to create a product which meets real customers' needs and in the same time is wanted to buy by a customer. He emphasizes that not sellers, but buyers should determine a product which is sold (Levity 1960 p. 0). There is a positive example about Henry Ford who followed this idea and reduced prices of his cars as a result of the customers' needs. He wanted to produce cars which are bought by a lot of customers, so he reduced a level of the price to the level which in his opinion would guarantee more sales. As we know, Ford sold a lot of his cars, earned a lot of money, and in the same time met customers' needs which guaranteed his company good future on the market (Levity 1960 pp. 1-52). What I like the most about this article is that the ideas showed there are everlasting.

Although, it was written in 1960 it is still up-to-date and quoted and used these days. I would say that Levitt thinks in a strategic way and looks at the business like a bird... For me Levitt has a bird's eye view. Levitt T. , 1960, 'Marketing Myopia', Harvard Business Review, July-August, pp. 45-56 product into money, while marketing concentrates on buyer's needs which include completely different things which are connected with making a product, providing it reduce which meets real customers' needs and in the same time is wanted to buy by which is sold (Levitt 1960 p. 0). There is a positive example about Henry Ford who followed this idea and reduced which in his opinion would guarantee more sales. As we know, Ford sold a lot of his cars, earned a lot of money, and in the same time met customers' needs which

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