

Marking is everybodys business essay

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



Arguably, the author is very categorical in passing information to the reader. From the article, marketing entails every aspect of business. As a matter of fact, marketing do not only involve one sector or department in business; everything that is done in business is marketing. Marketing should not be associated to product promotions and advertisement only, since it is more than that. Marketing begins from the identification of new idea and opportunities, and ends at the level where the consumer and organization are satisfied. Therefore, all the process that takes place in between is part of marketing. Hence, author asserts that everyone in an organization is part of marketing, regardless of the department or roles undertaken by various parties. The author simply affirms that marketing is about understanding and identifying consumers' needs and enduring that they receive what they exactly want.

Undeniably, marketing is an all rounded process that affects several people in business. The authors primary audience is those people who are involved in product development in various organizations. In most cases, employees in departments of an organization perceive that those who deal with marketing are specifically those in the marketing department. The author's primary audience involves people in business, and those employed in various departments business.

The author has presented tremendous support to the audience based on their perception on marketing. Based on the article, the author clears the mind of the audience on issues of marketing. In most occasions, the audience belief that marketing entails advertisement and product promotion; this is not the case. Marketing goes beyond advertisement and product

promotion. Various stakeholders are part of the marketing process; for example, marketing process in an organization begins from identification of ideas and opportunities, especially on what the market needs. Moreover, marketing process of new product is organized across functional teams in an organization. This individual involved in the marketing process come from diverse groups namely, finance, marketing, research and development, as well as additional groups needed in the product development. This evidence asserts that marketing is everybody's business.

According to the author, competitive advantage is very crucial in the competitive and globalized world. Hence, the management and monitoring of the products external environment is essential. In fact, the monitoring provides a clear understanding on the future and existing marketplace. The market trends are always changing, which affects the product competitiveness. Some of the changes to be monitored include regulatory, political and legal issues. As an organization, it is imperative to be sentient of competitive new products, new technology, as well as new competitors. Marketing of new products is complex; hence, it should be done in the right way. The audience need to realize that marketing is identifying, satisfying and keeping the customer.

Convincingly, the author has elaborated clearly of the real meaning of marketing. Marketing depending on the authors' message is that marketing is actually everybody's business. The authors have indicated that everyone in the organization must be involve for the success of the product and organization. In addition, the author conveys the message to the audience using progressive analysis. Whereby, the author begins from the

identification of opportunity, to the final stage where the management ensures that the future of the product is monitored. Meaning, marketing covers the entire path that the product follows. The authors' message was of great value to the reader. This is because the reader gets to understand that the market is everybody's business; hence, everyone in an organization must perform his/her duty for the success of the marketing process, product, and organization. Generally, marketing is crucial for an organization in achieving its goals. Therefore, everybody must know the wants and needs of target markets, as well as delivering the desired satisfaction.