

Rising tech firm asus seeks to improve u.s. brand

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



September 8, Current Topics Report: Rising tech firm Asus seeks to improve U. S. brand Summary of the Article's Central Theme

The article entitled "Rising tech firm Asus seeks to improve U. S. brand" written by Roger Yu and published online in the USA Today presented crucial information relative to the topic Developing and Managing Products discussed by McDaniel, Hair and Lamb. The central theme of the article was on announcing the impending launching of a new product which was reportedly a collaboration between Asus and Google. From the success of the Nexus 7, the author disclosed that the upgraded product was designed with the aim of "jamming in greater processing power, making the battery last longer and thinning the display" (Yu par. 3). The article likewise provided a brief historical backdrop on Asus, including presenting the increasing number of diverse products it currently manufactures and intends to launch in the global market. The current discourse hereby aims to present the summarized theme of the article and to provide a discussion on why the article is interesting and how it ties in with the material from the book.

Personal Insights and Critique

The article was particularly interesting in terms of envisioning the anticipated upgrades on the noted Nexus 7 classified as the next generation Nexus 7. Being an intent avid fan of technological gadgets, one is amazed at how technological products continue to make regular updates based on customers' feedbacks from the last product that was launched. In contemporary times, consumers are provided with opportunities to avail of newer models, upgrades or updates as fast as one year from the time that a newly launched technological gadget was offered for sale in the market.

Depending on how consumers reacted and responded, the manufacturer either addresses the weaknesses or incorporates innovative features that could complement and make the upgraded product more attractive to the consumers. Likewise, manufacturers such as Asus and Google, with evident strengths and competitive advantages in the global market, always take into consideration the products that were innovatively developed by competitors to enable them to make an assessment of these features and try to develop more advanced features in existing products that would excel and surpass the current features offered to the consumers. Thus, it is interesting to anticipate how the next generation Nexus 7 would provide improvements that consumers would consider beneficial and attractive, as compared to other products within that product category.

How the Article Ties with Theories and Concepts in the Book

The contents of the article were consistent with the theories discussed under Chapter 11: Developing and Managing Products discussed by McDaniel, Hair and Lamb. As learned, the efforts of Asus and Google to launch the next generation Nexus 7 falls under the category of new products in terms of making improvements to the existing product (McDaniel, Hair and Lamb). Likewise, it was also evident that both Asus and Google, respective leaders in their fields of endeavors have knowledge of factors that contribute to a new product's (or an improved product's) success. From among the factors that were enumerated by McDaniel, Hair and Lamb, the following seems applicable to the Asus-Google partnership in redesigning the Nexus 7: listening to customers, manifesting a project-based team approach, getting every aspect of the product design and manufacturing right, making a

commitment to produce the best product, collaborately joining strong leadership from both Asus and Google, and envisioning the future needs and demands of the global market (McDaniel, Hair and Lamb).

Works Cited

McDaniel, Carl, Joe F. Hair and Charles W. Lamb. MKTG. Cengage, 2012.

Yu, Roger. " Rising tech firm Asus seeks to improve U. S. brand." 9 January 2013. USA Today. 3 March 2013 .