

Sample essay on a brief research on types of company, global marketing and organi...

[Business](#), [Company](#)



- What is the difference between a great and an ordinary company? Cite examples of each type of company.

Beyond profit and popularity, a great company values the satisfaction of its employees, customers and suppliers. Employee satisfaction means heightened morale, feels valued and respected by their company. These individuals known as the company's employees are the face of the brands as they are the one working hard to produce a great output for the company. A satisfied supplier means having a true and great partnership with the companies it pays money for. A satisfied customer is individuals who willingly pay for goods and services while realizing the value of its expenses from a company. On the other hand, ordinary company's primary concern is to produce and make profit. These companies do not mind increasing the cost of their products and concerns less about the response from their customers. An example of a great company is Amazon. This company not only look after its employees but also cares to cater its customer satisfaction . Ordinary companies are small retail stores that intend to quickly sell their merchandises, for example, along the streets.

- What is the key structural goal when organizing for global marketing?

A company that organizes for global marketing intend to strengthen and improve its current position to take advantage of potential breakthroughs and opportunities existing in the global market place .

- Discuss the tension between organization for centralization and organization for individualized response. Provide a company example of one

kind of structural approach. Explain.

Organization for centralization refers to a political solution where the execution of a central authority appears as the only feasible strategy to cope with resource dilemmas. The central authority in this scenario totally manages controls resource retrieval and share out the resources among the users. Contrary to this set-up, the organization for individualized response manages its own resources individually and not those of the others. An example of organization for individualization is privatization. In the United States, privatization has been the solution of the government to manage the problematic facet of its administration. An example of this is the public and private partnership to lease bridges, tunnels and toll roads. An example of this is the Indiana Toll Road and Chicago Skyway. In this case, the government tried to enhance their responsibilities especially when it comes to infrastructure by partnering with private sectors .

Works Cited

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