

Opposing viewpoints of gladwell and schmidt essay examples

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Gladwell and Schmidt have different views on consumer happiness and choice. Gladwell is of the view that there is no perfect product. He believes that people should be given multiple choices to select so that they can achieve their happiness. Schmidt is of the view that many choices make people unhappy. He argues that the variety of choices make it difficult for people to choose, and they are left wondering about the benefits they could have acquired if they had chosen differently. The constant thinking of the choices they did not take makes them dissatisfied with their present choices.

Gladwell holds the view that consumers should be allowed to have a variety of choices. An example is whereby a chocolate company produces chocolate bars of different varieties. The variety of chocolates include plain chocolates, hazelnut chocolates, mint chocolates, cashew nut chocolate, raisins chocolate, zucchini chocolate, and rum chocolate. Variety of choices takes care of the different tastes of people, and makes people happy.

Consequently, the sales of the company increase.

Schmidt holds the view that consumers become unhappy because of the variety of choices that are available today. The consumers end up blaming themselves when the choices they make lead to failure. An example is whereby a person wants to go on vacation, and has to choose among the many travel destinations available. The person cannot stop thinking of the travel destinations he opted not to choose, and whether his choice was the best.

I would prefer Gladwell's viewpoint from a marketing perspective. As a marketer, I want to see the sales going up because it will mean more profits.

Gladwell's view of availing variety to the consumers is attractive to the consumers. Variety takes care of the different tastes and preferences of people. The company needs to employ the selling concept whereby its focus is to attract many consumers to buy the products. Variety will attract consumers and increase sales.