

# The apple watch bibliography

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



The Apple Watch The Apple Watch Political and Legal Influences: Economic Questions and Considerations Bibliography Du, R. Y., Hu, Y.& Damangir, S. (2015). Leveraging Trends in Online Searches for Product Features in Market Response Modeling. *Journal of Marketing*, 79 (1), 29-43.

This article brings forward the features that can help in the persuading potential customers to buy the Apple watch. It highlights the importance of the product feature and how it can help in customer attraction. It compares the features of U. S market products to give the relevance of uniqueness of products when it comes to features. It also gives the marketing models and shows how the features of products affect the market of a product. The article, therefore, demonstrates the unique features in the market by using the online platform for comparison. The authors have shown that there is a positive correlation between the market trend and feature uniqueness.

Jeong, K. & Philips, D. T. (2001). Operational Efficiency and Effectiveness Measurement. *International Journals of Operations & Production Management*, 21(11), 1404- 1416

The authors of this article elaborate the efficiency and effectiveness of the production of goods and services. They also give the means and ways to which effectiveness and efficiency could be established. Much of the article lays emphasis on the equipment of production as a means to promote effectiveness and efficiency. This article gives a new method that will ensure accurate estimation and prediction of effectiveness and efficiency in companies. The new method uses loss analysis (relative), state analysis, unit loss analysis and unit product analysis. This paper can be used to elaborate the means that the Apple watch can be produced in a more efficient and

effective manner. This will ensure that the Apple company eliminate or reduce losses that might be brought by inefficiency or ineffectiveness.

Lynn, M. (2011). Segmenting and Targeting Your Market: Strategies and Limitations. In M. C. Sturman, J. B. Corgel, & R. Verma (Eds.), *The Cornell School of Hotel Administration on hospitality*, 1, 353- 369.

Lynn reveals the STP (segmentation, targeting and positioning) strategy as the key to market strategy. This is the common approach that is used among most markets. The STP strategy is the most written strategy of all times as shown in this article. This STP approach views the market in terms of distinct homogenous groups. These groups are characterized with different desires and needs, thus have different tastes. The STP based marketer's role is for identification of the market segments and their features that make them distinct. They also help in the identification of segments that they believe their products can do better compared to their competitors. This ensures that the company lays focus in leading the market in terms of the products that they produce. This article will help in the identification of the target market for Apple watch. It will also ensure that Apple Watch leads in the market of unique watch production.

Varadarajan, R. (2010). Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises. *Journal of the Academic Marketing Science*, 38 (10), 119-140.

This article gives the details that relate to market strategy and why it is important in marketing. It views marketing strategy as a consideration of the organizational study, relations between organizations and the environment. It gives the details in relation to market place behavior of organizations. It

gives the analysis of how communication, production and product delivery affect the behavior of the organizations. The article also shows how interaction with customers, consumers and competitors can affect the market. It elaborates a market strategy as a means to show address concerns in relation to products, their markets, activities in the market and market resource creation. This will help in the identification of Apples market strategy. The Apples watch market strategy will include the look into the customer needs, the environment, and competition among others.

O'Sullivan, K. J. (2007). Creating and Executing an Internal Communication Plan for Knowledge Management Systems Deployments. *Journal of Knowledge Management*, 11(2), 102- 108.

This article lays emphasis in the internal communication as a means for the company's success. It identifies, defines and elaborates in the deployment of successful internal communication tips. The article solution is based on the system of knowledge management, resistance and effectiveness. The article lays emphasis on the strategies of communication with the factors that affect them. These factors include and not limited, to organizational culture, trust and misunderstandings. The article proposes a plan for internal communication that targets the audience. It also gives the strategies related to timing, technologies and possible solutions when it comes to internal communication. This article will help in the addressing issues in relation to Apple company internal communication.

#### References

Du, R. Y., Hu, Y. & Damangir, S. (2015). Leveraging Trends in Online Searches for Product Features in Market Response Modeling. *Journal of*

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