

Summaries of the articles

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



Evaluating Opportunities in the Changing Market Environment This article is generally about the marketing environment and how it affects businesses (Perreault 1). According to this article, evaluating opportunities in the changing marketing environment influences the way firms, as well as the entire financial system, use resources. The economic environment is influenced by the interactions of each and every element of the macro-economic system. This includes political and legal environment nationalism, consumerism, North American Free Trade Agreement, technology, cultural and social environment, gross national income, gross domestic product, strategic business unit and competitive environment (Perreault 1).

The course that I am doing is purely about marketing. It involves who businesses should correctly market themselves in order to achieve the competitive advantage. The factors that affect the business environment are the same things that appear in my course. Therefore, this article is relevant in helping me confirm the things that I have learnt about the business environment. Understanding these factors from a different source is significant to allowing me to better understand the course or simply how marketing works.

I learnt the variables, which form the environment of marketing strategy planning. I now comprehend why company goals are significant in directing marketing strategy planning. I also now see how the resources of a business influence the search for opportunities. I also know how the diverse forms of competitive situations influence strategy planning. Finally, I understand how the technological and economic environment can influence strategy planning.

Work Cited

Perreault, William S. Chapter 4: Evaluating Opportunities in the Changing Market Environment. N. p, 2001. Web.