

Reason - Oriented Marketing: A Generic Marketing Approach for reasonable Products and Services



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(Ms. Lora West Jr.)

REASON-ORIENTED MARKETING: A GENERIC MARKETING APPROACH FOR REASONABLE PRODUCTS AND SERVICES



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Diplomica Verlag GmbH Jul 2012, 2012. Taschenbuch. Book Condition: Neu. 220x155x5 mm. This item is printed on demand - Print on Demand Titel. Neuware - The modern economic world is characterized by a vast number of different customer requirements, products, and variations of products, as well as ideas, meanings, opinions, and arguments. Marketing activities are nowadays embedded in a complex world characterized by a multitude of interdependencies and interrelations between different stakeholders and interest groups. Hitherto, economic systems, and above all marketing strategies, strive to separate concerns in order to control the whole. The development of autonomous and stand-alone marketing concepts in the past reflects this paradigm. To cope with the global and networked conditions of the present, suitable strategies have to be designed which are able to manage the requirements of transitional relationships. The combination of transverse reason and the open society as well as the conceptual transfer to the field of marketing leads to the concept of reason-oriented marketing. The generic character of reason-oriented marketing is enabled by methodical patterns which presents solutions to selected aspects of the marketing process. These patterns constitute generic blueprints for sample solutions that can be systematically arranged to design a strategic implementation of reasonable thinking within the marketing process. The patterns consider particularly the relationships and interactions between the interest groups of the macro environment, by integrating: -the perception and recognition of needs, interests, and requirements of the macro environment. -the association and combination of different rational aspects to form a holistic viewpoint on the totality of arguments and opinions. -the foresight in terms of future impacts and consequences of marketing decisions and instruments. -the principles of criticism and discourse to enable a dialog between the involved stakeholders and interest groups. -the ability to change perspectives systematically within the entirety of rational...

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