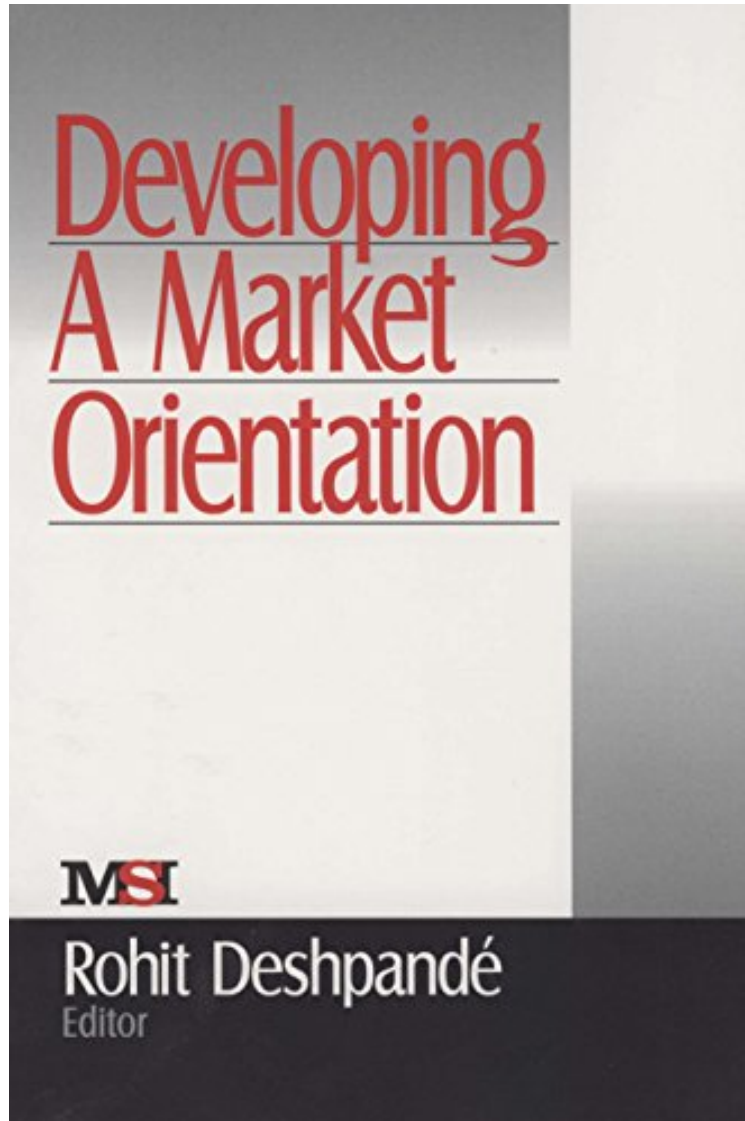


Developing a Market Orientation

From SAGE Publications, Inc
*ePub | *DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#3311302 in eBooks 1999-04-13 2012-07-23 File Name: B00YFRQ3FA | File size: 68.Mb

From SAGE Publications, Inc : Developing a Market Orientation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Developing a Market Orientation:

0 of 0 people found the following review helpful. the collection of classical essays By wei hua Well, it's ok, and some of these essays provide some insight about 'what on earth is MO', 'how to measure it', and 'what are the antecedents and consequences of MO', and so on. I bought it because of the request by one of my class. But, in general it's worth the money, because most of them are the workpapers that have never been publicly released and are different with the publications that have been derived from these original pieces.

The Marketing Service Institute has a 38 years history of funding high-profile scholarly research on topics that have managerial significance. MSI's pioneering work on developing a market orientation' has only been available as a series of working papers, is now presented in book form for the first time by Sage Publications. This book demonstrates the importance of market orientation on organizational culture (the shared set of values in putting customer first), on strategy (creating superior value for a firm's customers), and on tactics (the set of cross-functional activities directed at creating an d satisfying customers)