

# Chapter Review

# 31

## The Marketing Concept, Competitiveness and the Global Dimension

### Objectives...

- 1 outline the marketing concept
- 2 evaluate alternative generic competitive strategies
- 3 discuss the impact of globalisation on marketing
- 4 explain the internationalisation process

### Key Terms

<b>Competitive Dynamics</b>	how one firm responds to the strategic actions of competing firms
<b>Diamond of competitive advantage</b>	Configuration of four sets of attributes (factor conditions, demand conditions, supporting industries and inter firm rivalry) which, in Porter's theory, determine a nation's competitive advantage.
<b>Global strategy</b>	assumes a single market and offers a standard product(s) to meet customer needs wherever they are located
<b>internationalisation</b>	the gradual process of taking organizational activities into other countries
<b>Marketing</b>	the processes associated with the transfer of goods from and the relationships between producer and consumer - it is also concerned with anticipating the customers' future needs and wants - marketing involves researching, promoting, selling, and distributing products or services
<b>Marketing concept</b>	The philosophy that an organisation should try to provide products that satisfy customers' needs through a coordinated set of activities that also allows the organisation to achieve its goals
<b>marketing orientation</b>	A marketing-oriented organisation devotes resources to understanding the needs and buying behaviour of customers, competitors' activities and strategies, and of market trends and external forces – now and as they may shape up in the future; inter-functional coordination ensures that the organisation's activities and capabilities are aligned to this marketing intelligence

19. This chapter sets the scene for the marketing section of the book. We defined marketing and the marketing concept and then contrasted marketing from a domestic and global standpoint. We went on to recognise that when customers have a choice, the organization must compete for their business. With this in mind we outlined how companies compete.