



Marketing Myopia

Theodore Levitt

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What business is your company really in? That's a question all executives should all ask before demand for their firm's products or services dwindles.

In *Marketing Myopia*, Theodore Levitt offers examples of companies that became obsolete because they misunderstood what business they were in and thus what their customers wanted. He identifies the four widespread myths that put companies at risk of obsolescence and explains how business leaders can shift their attention to customers' real needs instead.

Marketing Myopia Details

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Mellisa Riddle says

Theodore Levitt writes a synopsis of the obsolescence of businesses. Contrary to the common notion that everything boils down to leadership and how you market and innovate, Levitt describes the more important underlying aspects of why businesses fail.

Danae says

Texto que presenta de manera simple y efectiva las técnicas necesarias para trabajar en marketing. Es una perspectiva académica y seria, alejada de la tendencia vendehumo de la actualidad.

Brad Everson says

Thought provoking yet simple

Prakash says

Its a very good book for the Marketing oriented people Specifically as this book incisively explains about the significance of being customer oriented company rather than being product oriented.

Milena says

customer-oriented is better than product-oriented!

Fritz Desir says

What marketing was and has to return to (a focus on knowing and serving customer needs) if it has any chance of remaining relevant in an experience-driven, me-centered world. The rationale is covered here, beautifully and succinctly by Prof. Levitt. Recommended!

Julie says

A great short classic with old cases, but current strategic points. Very worth the quick read.

William says

I'm new to marketing but this is what marketing and business should be.

Colleen says

A classic for a reason - anyone can get something out of this tiny book.
