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Marketing myopia - Wikipedia

"Marketing for business growth", McGraw-Hill Companies 52 Copy quote Just as energy is the basis of life itself, and ideas the source of innovation, so is innovation the vital spark of all human change, improvement and progress.

Theodore Levitt - Wikipedia

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Marketing Myopia is used in marketing as well as the title of a marketing paper written by Theodore Levitt. This paper was first published in 1960 in the Harvard Business Review, a journal of which he was an editor. Marketing Myopia suggests that businesses will do better in the end if they concentrate on meeting customers' needs rather than on selling products

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Marketing for Business Growth : Theodore Levitt ...

Theodore Levitt, a longtime professor of marketing at Harvard Business School in Boston, is now professor emeritus. His most recent books are *Thinking About Management* (1990) and *The Marketing...*

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"There is no such thing as a growth industry. Only companies organized and operated to create and capitalize on growth opportunities." I re-read *Marketing Myopia* (HBR 1960) by Theodore Levitt ...

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Marketing Myopia - Harvard Business Review

Theodore Levitt (March 1, 1925, - June 28, 2006) was an American economist and a professor at the

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Harvard Business School. He was editor of the Harvard Business Review, noted for increasing the Review's circulation and popularizing the term globalization. In 1983, he proposed a definition for corporate purpose: "Rather than merely making money, it is to create and keep a customer".

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GROWTH STRATEGY Marketing Myopia by Theodore Levitt FROM THE JULY 2004 ISSUE We always know when an HBR article hits the big time. Journalists write about it, pundits talk about it, executives route copies of it around the organization, and its vocabulary becomes familiar to managers everywhere—sometimes to the point where

TOP 25 QUOTES BY THEODORE LEVITT | A-Z Quotes

Marketing Myopia, 1960 . Theodore Levitt, "Marketing myopia." Harvard business review 38.4 (1960): 24-47. Every major industry was once a growth industry. But some that are now riding a wave of growth enthusiasm are very much in the shadow of decline. Others, which are thought of as seasoned growth industries, have actually stopped growing.

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No one understood this better than Theodore Levitt (1925-2006). A Harvard Business School professor renowned as a founder of modern marketing, he sought above all to use his knowledge to serve the...

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