



# Market orientation: The construct, research propositions, and managerial implications

By Sandra Fricke

GRIN Verlag Nov 2007, 2007. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2001 in the subject Business economics - Business Management, Corporate Governance, grade: 2,0 (B), Otto-von-Guericke-University Magdeburg (Economics), course: Management Theory, 13 entries in the bibliography, language: English, abstract: Very little attention has been given to organizational processes, such as market orientation. That is one reason why hardly anybody can explain the term. Market orientation means the implementation of the marketing concept and represents a long-term advantage. Because a market orientation is not easily engendered, it may be considered an additional and distinct form of sustainable competitive advantage. In this paper the domain of the market orientation construct will be clarified and a working definition provided. 20 pp. Englisch.



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