

Meditation Report

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In the contemporary world, religion has been voted as the most accepted subject of all time. Religion not only reflects the moral and spiritual wellness of the society but also helps people of dynamic origins to underscore as well as foresee its current and future linkage with other core disciplines of study. In this regard, I will focus on 'Meditation' as a topic of study in religion while reflecting on its linkage with other subjects. According to Nadeau (2014), meditation entails learning with the mind. In other words, it is the act of paying attention to only one thing, either as a religious activity or a serious thought, or the products of these activities (Easwaran, 2007). In spiritual context, meditation is the aspect of working with the mind that brings about greater possibilities in the manner in which people control their actions and accurately respond to thought-provoking situations. As a marketing major, I am highly interested in the evident interdisciplinary linkage amid religion and marketing in terms of meditation because it leads to an improved sense of presence, attentiveness, and it underscores the ideal implications of empathy in marketing practices. Meditation relates to marketing practices because it encourages innovativeness, identifies profitable business opportunities, allows business resurgence, better decision-making capabilities, and enhanced emotional intelligence.

Meditation augments creativity and innovativeness in marketing. Ottman (2011) contends that every successful marketing practice is as a result of mindful practices of sales personnel. In the digital era, marketing personnel has been at the forefront to come up with technology-based marketing practices. Thoughtfully, businesses are coming up with quite appealing eco-opportunities for innovations that not only boost realization of top-line revenues but also motivate personnel to invent greener technologies, brand new business designs, and new business models. In this regard, marketing professionals have been mindful enough to apply

technology in attracting new customers as well as establishing a competitive advantage (Ottman, 2011). It is also worthy to note that meditation makes marketing professionals feel relaxed and free from anxiety through the ability to identify a marketing opportunity in a promising dimension and establish a better mechanism of utilizing this opportunity. Undoubtedly, by sitting in a conducive environment and reasoning, marketing professionals stand a worthwhile opportunity to come up with reputable ideas that can boost their businesses and industry to new heights.

In addition, meditation relates to marketing in that it helps in accurate identification of profitable marketing opportunities, a technical tool for maximizing sales performance. Easwaran (2007) takes the view that meditation calls for high minded awareness of to some degree and gives the capability to maintain focus in spiritual practices, an assertion which mirrors the reality in marketing practices. Ottman (2011) maintains that meditation avails a golden chance for sales personnel to observe and analyze consumer demands for improved products and services, which creates profitable marketing opportunities while promoting greener practices in the market. In this regard, meditation enables salespersons to properly plan on how to execute the evident opportunities even beyond boundaries. Ottman strongly argues that sales personnel are in a position to figure out and foresee the status of their image in the competitive industry as a result of accurate adherence to these core opportunities. It also boosts the emotional attachment to the far-reaching business opportunities for heightened profits. As it is the case in spiritual practices, exercising meditation in marketing sharpens one's inherent abilities to ensure perfection before acting. For instance, sales personnel are able to reason about the side effects of executing new business opportunities in the competitive industry. Paying attention to the inner voice enables marketing personnel to practice business ethics and social responsiveness to curb the effects of their marketing practices.

Another rationale is that improved mental resilience paves the way for business resurgence and empathy to stakeholders. From a spiritual perspective, meditation allows one to consider his or her morals and make the necessary changes if and only if his action is found harmful to others (Easwaran, 2007). Salespersons apply this knowledge to carry out mental analysis to factors that may lead to the collapse and rejection of their businesses and make accurate changes to bounce back. Salespersons may have inferior attention to the available marketing opportunities, leading to poor performance and rejection in the community (Ottman, 2011). With mindfulness and visualizations, salespersons can resurge their businesses by adopting quite buoyant marketing practices in the competitive industry.

Also, meditation is critical in marketing discipline in that it boots decision-making capabilities for entrepreneurs. Religion shares that nothing cultivates understanding than meditation does (Nadeau, 2014). It is notable that without mindful practices, marketing practices will be defined as a careful approach to market failure. Salespersons will not be in a position to understand and make a difference between what is needed in the market and what is out of fashion (Ottman, 2011). However, the ability to maintain focus allows sales personnel are able to concentrate and identify all evident blocks and make better alternative marketing decisions that enhance performance.

Meditation enhances emotional intelligence among marketing professionals. Like it is the case in any other discipline, marketing requires an immediate appeal to other people's emotions so as to win their attentiveness (Ottman, 2011). Herein, we tend to borrow from meditation by reasoning on how to utilize better emotional intelligence in marketing practices as an added credit. Meditation enables marketing personnel to manage their anxiety and avoid using words that can challenge their relationships with customers (Nadeau, 2014).

In summary, meditation is an ideal icon in marketing since it augments creativity and innovativeness for greener products and services for customers. It is also justifiable that meditation helps sales personnel to navigate profitable business opportunities, make improved marketing decisions, and appeal to the emotional intelligence of their customers. To this extent, I can confidently defend that there is a lot of interrelation between religion and marketing disciplines. However, a lot of efforts must be made to expand the interdisciplinary relations amid these disciplines and boost competitive advantages that can move the industry to new heights. There is no doubt that meditation is the next revolution in marketing.

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GENERAL COMMENTS

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