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Review of an Article

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Review of an Article

The Main Idea of the Article

The article ⁴ “Building-Marketing Capabilities as a way to Better Global Marketing Strategy” dwells on the conceptual concept that can be applied by executives and other market intellectuals to promote the business strategies that can help in the global market. To emphasize on this concept, the authors examine market capabilities such as partner linking, market sensing and customer engagement as some of the strategy that can be used to promote the needs and the challenges of the global market. According to the authors, any market scholar or executive should have an adequate understanding of the marketing environment, information regarding the trends and advancing technology. This is to help in the generation of the relevant ideas and strategies of the global market. The authors explain the importance of global marketing strategies. This makes a strategy an aspect that is useful for the survival and venture of an organization in the global market.

Authors Reason for the Topic

The complexity of the global market is a nemesis to the venture of various firms to this level of the market. According to the article, this complexity is associated with the global competitive market environment. With the failures, challenges, and problems of the international market, the authors take this research to come up with a framework that can be used to reach a success in the foreign markets. The authors try to formulate one way that businesses can use to engage in safe strategies that provide a competitive advantage to the firms already in or venturing into global marketing.

Facts Presented in the Article

The authors elaborate on the whole concept of marketing capabilities. Marketing capabilities are described as one way that business people can use to build a good relationship with the customers and other stakeholders like partners in the market. According to the authors, the three aspects of marketing capabilities; customer engagement, partner linking, and marketing sensing are the pillars for the generation of global market strategies. However, the good produce of the three elements is just hypothesized. But there are facts that the authors have demonstrated in the article that are important to mention. According to the authors, the division of the market into segments is a requirement in the global market. This is a fact in the sense that firms should acknowledge the importance of choosing the right target markets for their products. Moreover, collaboration among the stakeholders and firms is one vital aspect that can generate quality customer value as the authors present under partner linking. The authors also illustrate that customer engagement is a source for success in the strategic element. This is vital to creating Customer relationship which is good for any firm in the global market.

Relation to Other Readings

Global marketing has been discussed in the course material and emphasizes on different issues. Marketing strategies is a concept discussed in the text that is used to generate a way to get to the global market. This article relates to course text in the discussion of strategies of the global market. Like the course text describes marketing strategies, the article also tries to find some of the quality strategy methods for the global or foreign markets.

Strength and Weaknesses

Strengths: The article has greatly and successfully proved the hypothesis that the three aspects; customer engagement, partner linking and market sensing have positive outcome to the firm's strategic development in the global market. The authors have met their objectives of

examining the way in which global marketing strategies influence the market capabilities. Moreover, the article has comprehensively discussed quality elements that are good for success in the global marketing that firms can apply in their strategies.

Weakness: the references to the article dates back in time that cannot produce a good result in the contemporary issue in the global market. This reduces the quality of the article to respond to the strategies that can be applied in the global market since it changes always.

Conclusion and Recommendation

Marketing capabilities can be used as one aspect to form global marketing strategies. Firms should implement this framework in order to succeed in the global or foreign markets. However, they need to understand the whole concept to have a comprehensive approach to use this framework. The article has highlighted some of the issues under marketing capabilities that are important to spearhead the needs of a firm in the global market. I can recommend this article to various firms and business executives. This is because it can help to generate some way that can help in marketing especially in challenging the global market. The three aspects that this article discusses are helpful when a firm needs a strategy in coordination and adaptation activities and integrative approaches for competitive advantages.

Reference

- ¹ Saleh, A. A., & Aimin, W. (May 2016). "Building the Marketing Capacities as a Way to Form to the Better International Marketing Strategy." *Journal of the International Business and Research and Marketing*, 4(1), 22-26. ² Retrieved from <https://researchleap.com/wp-content/uploads/2016/07/Building-Marketing-Capabilities-as-a-Way-to-Form-a-Better-Global-Marketing-Strategy.pdf>

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