TOPIC; Marketing Strategy: Productivity & Proactivity reinvention

Description

Using your textbook, LIRN-based research, and the Internet, World Bank website (www.worldbank.org), International Monetary Fund (IMF) and other available sources research about some successful companies and provide with some examples from developed and some developing countries to compare. Please apply the learning outcomes for the week/course and lecture concepts to prepare a four to six-page report that describes a marketing strategy and consumer behavior and explains about the productivity, proactivity reinvention. On your paper you have to cover the following questions:  How can companies produce new and better products into the market?  How and why do you think products acquire meaning to consumers? Can you see any potential negative consequences to marketing attempts to encourage purchases of products consumers do not need?  Do marketers create needs? This paper needs to include how useful your analysis is in terms of helping you understand productivity, proactivity reinvention as part of marketing strategy and consumer behavior.   Provide your explanations and definitions in detail and be precise. Comment on your findings. Provide references for content when necessary. Provide your work in detail and explain in your own words. Support your statements with peer-reviewed in-text citation(s) and reference(s).