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Myopia, first expressed in an article by Theodore Levitt in Harvard Business Review, is a short-sighted and inward looking approach to marketing which

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focuses on fulfillment of immediate needs of the company rather than focusing on marketing from consumers' point of view.

[Exploit the Product Life Cycle - Harvard](#)

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*Submitted by
Matt English,
Digital
Marketing
Specialist at
atlasRFIDstore:
This quote is a
great reminder
that stepping
out of your
comfort zone*

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and experiencing new things is the best way to learn. You can research, plan, and educate yourself, but the only true way to improve is to put yourself or your business

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good business,
right? Not*

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former Harvard
Business School
professor
Douglas B. Holt
lays down what
marketers need
to understand*

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if they want to communicate an authentic brand that truly resonates with customers over time, not just once because of a low price or hype.

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LLC (“Monroe”)
today announced
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*it acted as
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arranger and
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agent on the
funding of a
senior credit
facility to
support the
investment in
Relevate Health
...*

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*Since his
appointment,
George has
unified the
marketing team
and sought to
drive brand*

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growth nationally. He has transformed the business unit and brought together specialist, functional expertise and talent both existing within the team as

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*well as that
available
outside the
business and
from a variety
of sectors.*

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business*

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management, however, we frequently find men deploying resources on a large scale without any clear notion of what their strategy is. And yet a company's strategy is a

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