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o,cesse ni ,dna secivres ro stcudorp tuo kees seccuss ,lufseuccu era snoitacinummoc gnitekram llup nehW ?ew era rotitepmoc-non esohW ?rotofmoc roo euec dpa yrtsudni eht retne thgim esle ohw .etoN( ,did gnitekram fo dleif eht of srotubirtnoc rehto eht elihw sraey retal sih ni tpeccn eht no dnapex ton did yletanufrohu eh tub seigetarts snoitacinummoc gnitekram eseht gniürressed ni emit sih fo daeha saw rekurD ,yllaitnessE .1 erugiF ,sruenerpertne dna sretekram sÁÁÁAyadot rof noitcerid laünessse edivorp dna rettam eht fo traeh eht ta thgir ekirts shiurtu( tcniccus sih ,edistuo eht no gnieb sa flesmih thguoht yam eh elihw ÁÁÁe,evitceffe tsom mÁÁÁeI erehw sÁÁÁActahI ,meht dias tsrif eh nehW reilrae sedaced erew yeht sa yadot elbacilppa dna inaveler sa era modsiw rieht dna setouq siH .etabed on si ereht ,surig tmemeganam fo dlrow eht niÁÁÁe ,diasÁ AylretrauQ yesniKcMÁ Á segaungal ynam sa tsomla otni detalsnart ,skoob nezod eerht naht erom fo rohdua eht saw J5002-9091( rekurD reteP ,suoulfrepus gnilles ekam ot si gnitekram fo mia eht tuB ,ecno dias eh ÁÁÁe,renol a neeb syawla evah IÁÁÁe ,snoitaler cilbup dna ,gnisitrevda ,noitomorp selas ,gnilles lanosrep no dneps yeht tekram ssenisub eht rof elihw ,snoitaler cilbup dna ,gnilles lanosrep ,gnisitrevda ,noitomorp selas no ytiroirp fo redro ni dneps sretekram ,tekram remusnoc eht of tcepsr htiW ? stcudorp ruo yub ton eh seod yhW ,dnarb a etomorp ot mih evom ot yaw tseb eht deedni si ,reliater eht htiw evitceffe tsom si ,remusnoc eht ta detcerid ylbisnetso hguoht ,gnisitrevda lanoitan taht ecnevive fo laed doog a si erehT" .J4691( stluseR rof gniganaM ni etorw rekurD ,gnisitrevda ot Yltcaxe Ton (TCUDOREP EHT ROF TKENT TIME THAIN, TUB ,NORT EHOQQE HGOOHT GULRO EHT GNIQG NAIN EHT LLITS NA DNOFTH SNOFTH NAIN SNOTUEB SELTTT eseht ot srewsa niatbo ot "Editoruo Turn" DISEGUE RAFA OT Pihsrue gnisu, sVUS? uoy rof noitcerid edivorp eripsni pihsruenerpertne DNA or DNA gnitekram setouq rekurD reteP eseht OD ,tekram lairtsudni too ssenisub eht ni yralucitrap, gnilleS lanosreP rof deen eht etanimile tonne lliw tea, smrofpref noitcnuf gnitekram to evitceffe woh under sseldrager taht Luffibod Si TI TI, Neash Etouq Laitini Sgitini Sgitino SACHAUC EBACRAC DNAW DNAIN DNAFTH DNAIN DNAFTH DNAF .Sv Sraq siht: Eton (.guns Lonosrep Gnchulci, Retekram EHT EHT TIEVFE SIO " erom netfo Era lennahc evitubirtsid eht DNA tekram eHT ": setouq gniwolof eht yb decnevive in dootsrednu llew tonne erew noitubirtsid lairtsudni, ralucitrap that DNA slennahc gnitekram taht gnitekram or sgnitirw yirae sih thing sserts OT deunitnoc rekurD.) yrtsudni ruo edlstuo seiitnutroppo gnyifitnedi ylbissoP: Eton (. rof deen eht gnitanimile gnitekram tuoba etorw eh nehW citsilaedi tahwenmos saw rekurD spaireP ,htiw gniitepmoc yllaer si eh mohw dna tahw enifed yletauegda ylerar noititepmoc tcecid sa sees rerutacufanam eht hcilhw secivres ro sdoog eht taht si yralloroc A" :siht saw stcudorp etutitsbus ot gnidulla neeb evah ylbissop thgim taht rekurD yb edam inemmoc rehtonA " ,edistuQ gnioG" no sucuf sÁÁÁerekurD otni seit ylsuoivbo siHT " ,no os dna seulav eh tahw ,stcepxe eh tahw ,syub eh tahw ,sesu eh woh ,syub eh woh ,seod eh tahw ,si eh ohw tuo dnif eno nac roivaheb sih dnatsrednu of gniyrt yb ,mih gnihctaw yb ,remotsuc eht gniksa yb ylnO ,uoy morf gniyub ton si tekram eht fo tnecrep O7 taht snaem osla siht revewoh ,tcludorp ralucitrap a rof erahs tekram tnecrep O3 gniveihca htiw yppah eb thgim ynapmoc a taht devresbo eH ,gnilles emos rof deen a eb ,emussa nac eno ,syawla lliw erehT" ,etorw eh ,J3791( tmemeganaM ni ,tcludorp eht rof diap ecirp eht dna ,stsoc snoitsiuqca ,stsoc egasu ,stsoc ecnanetniam ,stsoc pihsrerowo ,stsoc lasopsid fo gnitsimoc sa sesahcrup fo tsoc latot eht deifitnedi eh erehw "noitaerC eulaV dna stifeneB cimonocE" fo noissucsid sih ni eussi siht htiw laed J4002( eulaV remotsuC gniworG rof seigetartS :tnemeganaM desaB-tekraM koob sih ni tseB regoR ".cte ,ecivres ,gnidnats sÁÁÁerekam eht ,nwodkaerb morf modeerf ,ytilibarud ,ecirp ni desserpxe ton era hcilw snoitaredisnoc ytiliauq fo egnar elohw a si erehT ,acirfA fo roiretni eht tuoba wenk seiraropmetnoc sÁÁÁe,enoelopaN naht yadot noitubirtsid tuoba erom elttil wonk eW" ,taht 2691 ni dedda osla rekurD ?thguob ti si erehW .1 erugiF ,seigetarts snoitacinummoc gnitekram "lluP ,tmemorivne krow citametsys a ni tseb dellortnoc eb dluoec taht seitud evised ,secitcarp sa ÁÁÁeymonoce lairuenerpertne wenÁÁÁe eht ni pihsruenerpertne dna noitavonni htoB detaert eH ÁÁÁe,egnahc si efil ni tnatnoc ylno ehTÁÁÁe ?srehto morf yub sremotsuc-non dnaÁÁÁesremotsuc od tahW .Jereh ecneics if the function was performed well. The following are some of the areas to be investigated or questions to be asked in the market analysis as suggested by Drucker: Who buys? Drucker also omitted discussions of the other elements that are typically covered under the discussion of Price such as list price, discounts, allowances, payment period, terms, and other concepts such as elasticity, bundling, and so forth. MARKETING DruckerÁ Áasaw marketing as a core responsibility of management. There is no distributive channel which is not, at the same time, also a customer." "The customer of an industrial-goods product therefore plays a twofold role: he is genuine customer and genuine distributive channel. All Rights Reserved. With respect to profit, he felt that it was essentially a measurement of how well the organization was creating customers. And second, it tries to look not at our customer, our market, our products, but at the market, the customer, his purchases, his satisfaction, his values, his buying and spending patterns, his rationality." Market Analysis Questions Drucker coined the term "non-customers" and the importance of finding out more about them and why they do not buy from you? J. There also have to be distributive channels to get the product from the producer to the market. Roger Best described these two strategies when he wrote, "The objectives of pull-through marketing communications are to build awareness, attraction, and loyalty and to reduce search costs. Drucker on Marketing First. DruckerÁÁÁs earlier views on marketing such as those contained in Managing for Results (1964) suggested that not too many people really understood the marketing concept. Peter Drucker defined "The purpose of a business is to create a customer." I also added in my book The Strategic Drucker (2010) and Drucker courses that I developed and taught in China that it is also to "retain a customer" since marketing research has li osrev rekurD id elaizini enoiznettaál ,ogolipeiR ?etneilc-non li "Á ihC ,iuq otatnemmoc etnemeverb olos Áras idniuq e ,eires atseuq id olocitra ortla nu id otnemograál eresse orebbertop ehc ilatroM ilairotidnerpmI itacceP equnC led enoissucsid aus allen etnematailgatted 'Áip ecirP otattart ah rekurD ecirP :P adnoces aL. »Á,etneilc led enoizafsiddos assets al erenetto rep ivitanretla izzem onos am ,»Aosrevid odom ni itudnev ,itubirtsid ,ittodorp onos ,esrevid etnemateipmoc inoiznuf a erivres onarbmes ,isrevid otlom onoiappa ehc izivres e ineb noc etnemasnethi onotepmoc izivres i e ineb i itutt ,enoizafsiddos astiuqca etneilc li ©ÁhcióP»Á »Á,ocop opport e opport onorpoC ,ilanoizar faredisnoc eresse onoved itneilc I«Á ,rekurD osulnoc ah emoc ,retekram i rep ammelid id 'op nu enop etnemavivo otseuQ »Á,elouv ehc olleuq aippas etneg al ehc eremuserp "Áup is non ,osiced onnah Jretekram I| amirP»Á :oñdecid otaumitnoc ah drakcaP ,enoizomorp al ehc otsofuiip acisitsats enoizubirtsid al e ,atidnev al ehc otsofuiip acisitsgol al erid a elav ,oizivres li o ottodorp li enoizisopsid a erettem idniuq ebberetsaB ,elaclidar otnemaimbac nu id e erasnep id odom ovoun nu id asongosis e atelosbo essof non opod inna eugnic ehc ivitubirtsid ilanac ius enoissiced anu otsiv iam oh non ,itteffe ni ? oizivres o ottodorp ortson led onem a eraf id etneilc la ebberettemrep asOC ,sv atidnev ,itneilc ius acrecir alled o otacrem id acrecir elamron alled 'Áip otlom "Á gnitekram id isilanaáL«Á ,essircs ,gnitekram id acrecir alla isodnerofir ,odnaug rekurD id oreisnep li otazneulñi reva onassop gnitekram lus ttiVeL id inoinipo el ehc ebbererhmeS gnitekram id isilana e gnitekram id acrecir ,inna ilged osroc len itemele itseuq id inucla otatnemmoc ah rekurD ,inoizavresso iverb eim enucla noc ottodorp lus etanoizeles rekurD id inoizatic enucla etatoprir onos otüges ID ,itnetsise itneilc i erenetnam ehc etneilc nu erisiuqca osotsoc 'Áip etlov eugnic "Á ehc li li ehc "Aic id enoisnerpmoc eroiggam anu da otubirtnoc ah onretseálla eradnaál e itneilc-non i e of a business is. What are they buying it for? He said that "marketing is so basic that it is not enough to have a strong sales department and entrust them with marketing. Author, Professor, Consultant and Collaborator and Personal Friend of Peter Drucker for over 30 years. years.

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