



## *Marketing Myopia*



# What is Marketing Myopia?

Short-sighted and inward looking approach to marketing that focus on the needs of the company instead of the consumer's needs and wants

Term was coined by Theodore Levitt in 1960

Result of rapid changes in the business environment that companies fail to gauge



# Causes

Companies feel there is guaranteed growth due to population explosion

Companies believe there are no competitive substitutes

Lack of innovation

Failure to gauge the changing consumer lifestyles and preferences





**SONY**



**SAMSUNG**

**NOKIA**

 **BlackBerry**™











# How to avoid it???

Remember “**Customer is King**”

Continuous Innovation and if possible, **Disruptive Innovation!**

Analysis of **Porter’s 5 Forces Model** on a regular basis





# In Conclusion

“The problems that exist in the world today cannot be solved by the level of thinking that created them”

- Albert Einstein

