

1. Record Nr.	UNINA9910480351103321
Titolo	Developing a market orientation [[electronic resource] /] / Rohit Deshpande, editor
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c1999
ISBN	0-7619-1692-X 1-4522-3142-7 1-4522-6316-7
Descrizione fisica	1 online resource (330 p.)
Altri autori (Persone)	DeshpandeRohit
Disciplina	658.8 658.83
Soggetti	Marketing research Customer services Corporate culture Organization Competition Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Papers originally published as Marketing Science Institute working papers.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Cover; Contents; Acknowledgments; Chapter 1 - Introduction; Chapter 2 - Market Orientation: The Construct, Research Propositions, and Managerial Implications; Chapter 3 - The Effect of Market Orientation on Business Profitability; Chapter 4 - Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrad Analysis; Chapter 5 - Market Orientation: Antecedents and Consequences; Chapter 6 - Market Orientation, Performance, and the Moderating Influence of Competitive Environment; Chapter 7 - Does Market Orientation Matter for Small Firms? Chapter 8 - Market Orientation and Business Performance: An Analysis of Panel DataChapter 9 - Understanding Market Orientation: A Prospectively Designed Meta-Analysis of Three Market Orientation Scales; Chapter 10 - Market Oriented Is Not Enough: Build a Learning Organization; Chapter 11 - The Influence of Market Orientation on

Channel Relationships: A Dyadic Examination; Appendix: Publication History; Author Index; Subject Index; About the Authors

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Sommario/riassunto

Defining market orientation as an organisational culture, a set of shared values and beliefs about putting the customer first in business planning, this book demonstrate its importance to strategy and tactics.

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