



## Developing a Market Orientation

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# Developing a Market Orientation

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The Marketing Service Institute has a 38 years history of funding high-profile scholarly research on topics that have managerial significance. MSI's pioneering work on developing a market orientation' has only been available as a series of working papers, is now presented in book form for the first time by Sage Publications.

This book demonstrates the importance of market orientation on organizational culture ( the shared set of values in putting customer first), on strategy (creating superior value for a firm's customers), and on tactics (the set of cross-functional activities directed at creating an d satisfying customers)

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