

# MPRA

Munich Personal RePEc Archive

## Marketing Chapter 3

Goslar, Alex

Goslar Co., Ltd.

10 March 2018

Online at <https://mpra.ub.uni-muenchen.de/87080/>  
MPRA Paper No. 87080, posted 08 Jun 2018 19:24 UTC

## **“Marketing chapter 3”**

Marketing chapter 3 is proprietary to Alexander A. Goslar who takes full responsibility for its content.

### **Abstract:**

**Conventional marketing is focused on exponential expansion. However, that's where all the brands are competing for incremental gains. Eventually, markets get saturated with supplies which drive prices down.**

**Reviewing past economic events this exposé points out correlations between demand and supply that triggers market erosions.**

**This paper explores some geo-economic perspectives in the context of Marketing Inspired Branding and it also shows how individual entrepreneurs might be able to avoid the traps of being dragged into the spiral of becoming obsolete.**

Marketing is by and large reacting to demand.

The continuous drive for more is the major impetus for product development and industrial expansion. As long as there is a need the trend for more will accelerate.

Creating sales frequency has its effect on product quality and availability. Because in order to induce sales products and services must be both, available and affordable.

A perpetual repetitive motion without the prospect of progress is unsustainable.

The misconception is that heightened production and consumption enables more people to enter the circle of wealth. In reality, however, these dynamics contribute to inflation of values and currency devaluation.

### **Other indications.**

- The inevitable consequences of borrowing against the future.
- How progress from within attracts outside investment.
- Leadership needs to pursue a discernible ideological position that people can recognize and aspire to.
- Benefiting from adherence to a positioning and a proposition.
- The consequences of an imploding corporate ideology.
- How flexible can management become before it starts losing effectiveness?
- Recognizing the need for mentorship at a particular time in particular circumstances.

Though there is ample evidence that the economic growth depends on the economic growth of the middle class and small businesses, Western economies continue to boost mega-conglomerates.

The predicament.

In recognition that every situation deserves a separate consideration, reducing the predispositions to an absolute minimum is recommended.

## **“A glimpse of understanding a customer’s point of view.”**

Consider the complexity of your own situation as a marketer and as a customer. Now multiply this multi-level perspective by infinity. It becomes apparent that there is no absolute and defines point of view. Every situation is up for interpretation depending on a personal point of view at a given time.

At any given time one and the same person can have vastly different points of view depending on which side of the business relationship that person is. A roll reverse exercise can shed some light on the contradictory points of view between a customer and a service provider but it can hardly reflect the depth of the discrepancy because in the transition there is plenty of leeways to justify a cause of action or a change of mind.

Can the recipient of a service adopt some demeanor from the service provider? And how much of the rendered service can be attributed to the individuals' personality?

From customer’s point of view: Growing deceptive persuasive practices raises cautiousness and suspicion. (It is harder to trust these days)

From a service provider point of view: Lack of commitment on behalf of the customer tends to diminish enthusiasm and an emotional support. This may result in a reluctance to address special requests from the customer.

### Switching sides in mid-stream

Because of the disparaging change of behavior between a customer and a service provider, we have conducted switching sides exercises with trusted clients. In some cases, it revealed astonishing discrepancies between what was expected and the actual behavior. In some cases, the protagonists felt that they had to give some explanation as to why they reacted the way they did in the switched role. Though such exercises can provide valuable insights there is no conclusive lesson that can be drawn from this. However, it can be summed up that: As a service provider a person might feel that they have done a good job but the same person as a customer may find that the service rendered was unsatisfactory.

The chosen objective.

Getting to know a customer on a personal level warrants a cautious approach. The service provider may wait for a sign of consent before offering a more personal engagement. A potential withdraws from a closer approach needs to be considered at the outset of a conversation. A friendly but more appropriate and proven to be a better basis for future contacts.

## **The driving force and consequences behind “the more.”**

People want more. More than they currently have, more than they can afford and more than their neighbor has. We compare our wellbeing by the relative size and volume of our possession.

This need for more has inevitable consequences. It instigates, motivates to collaborate, infuriates and fuels jealousy.

Most of our primary decisions are based on “how we can get to the next level of possessions”.

The biggest obstacle to compliance is having to restrain ourselves from the natural drive to acquire instantly more, regardless of the potential consequences.

The absence of this instinct for more would have dire consequences on our lives. Lethargy would settle in. We would have no desire to mate, to fight, to win and to recover losses. We would not engage in competitive sports or in any other competition for that matter.

## **The innate need for more is the most significant economic catalyst.**

The continuous drive for more is the major impetus for product development and industrial expansion.

As long as there is a need the trend for more will accelerate. Creating sales frequency has its effect on product quality and availability. Because in order to induce sales products and services must be both, available and affordable.

The idea that continuous demand and heightened production will increase economic wealth is a misconception. In reality, these dynamics contribute to inflation of values and currency devaluation.

One of the key function of a democratic Government is to curtail this uneven stampede for more and create a social equilibrium by balancing wealth distribution.

Economic growth measures should project into the future.

There are some indications that the Chinese governance system is more in tune with a long-term strategy of future growth considerations.

**Progress can occur on false hopes and illusionary promises. However, if the entity continues to grow, the value proposition will change.**

**Infinite access to information is a factor in changing value perceptions.**

**The people are becoming more informed and more skeptical at the same time.**

**Easy access does not mean an easy way to success. In most instances, it means being exposed to illusions of opportunities.**

**The quest for power and economic supremacy answers the need to boost self-esteem, and wealth security.**

**Absolutism is not a sustainable condition.**

It is a fictitious narrative that exists in the imagination of conquerors.

It can create awareness and draw attention but it is not sustainable.

Some leaders believe that to be adamant about their predictions and decisions, is essential in order to retain a commanding power. It inspires followers to do the “thing” their leaders demand from them.

Remaining multidimensional and flexible.

In order to make progress in marketing, it is best to subscribe to the idea that everything is multi-dimensional and interrelated. It is a balancing act that can tip the scale with the most benign and unexpected addition or subtraction to an existing equilibrium.

The Tasks of progression:

In an ever-changing social and commercial environment, the organization needs to have a continuous strategy of progress. Indicating that the organization is willing and able to take on new challenges within the realms of its capacity, to ensure growth.

Maintaining an equilibrium in a symbiotic relationship is key to achieving incremental growth.

**What can be done to avert the predicament of plunging into a geo-economic depression with everyone else?**

One ambition that the revered and admired economist Yanis Varoufakis is embarking on, is to find a democratic solution that would eventually bring sense to the governing bodies. Considering the egocentric forces within ourselves it seems like a far-fetched possibility.

A less ambitious but attainable possibility is to encourage proactive individuals to adopt a morally conscientious innovation mandate that would put proactive mavericks on the embankment of this raging geo-economic river. Depending on how relevant and continuously innovative these initiatives are, the inclusion into the raging river might be delayed. It is virtually impossible to extract ourselves as an individual from the magmatic force that identifies us as social beings.

As a proponent of proactive engagement, I would opt for reaching the embankment even if it would mean that rewards would be limited in scope and time.

- **Create greater independence from international competitors with uniquely innovative goods and services**
- **Developing an incentive scheme to advance the values of these unique products and services.**

**Keywords: The economic catalyst for more. Everyone is a marketer and customers. Divergent perception of the reality. Innovation combating devaluation.**

References and contributions: Margaret Heffernan, Bill Gross, successful entrepreneur. Dr. Shaun M. Powell, Dr. Jaakko Aspara, Dominic Harrison, Prof. Henrikki Tikkanen, Key Mechanisms, Dr. Khanyapuss Punjaisri, Prof. Alan Wilson, Dr. Adny Lowe, Per-Ola Karlsson, DeAnne Aguirre Kristin Rivera, Simon Sinek. Thomas Piketty & Federico Pistono, Dr. Tiffany Watt Smith, Tim Harford, Yanis Varoufakis.

### **A bit about Alex Goslar**

The field work at Goslar & Associates provides insights into the relationships between people and their working environment at various levels and in diverse communities. Having to deal with unlikely situations in 12 countries on 4 continents gave Alex Goslar the impetus to compile insights that helped others to become innovative thinkers in their own right. G&A avoids replications and duplications of readily available information. G&A approach differentiates itself by providing not only what should be done but also how to do it. Experiences gathered from working in 12 countries on 4 continents enables provides us with valuable and often unique insights.

One noteworthy observation is that despite a surge in commerce, the number of breakthrough marketing ideas has not increased proportionately

After receiving his diploma in Vienna Austria, Alex's career path took him to London,

Bangkok, Chicago and to Frankfurt Germany where Alex worked as a European Creative Director on international accounts.

A proponent of constructive engagement, Alex brought about remarkable changes to international brands while working at SF & Partners in London, at OAG Advertising Munich, J.W. Thompson Chicago and at the Leo Burnett Company. During his journey, Alex created distinctive campaigns for global brands that earned him prestigious international awards in Japan The USA and Europe. Amongst them: 2 Golden Lions from the Cannes Film Festival, New York Cleo awards, the London Advertising Festival, The New York One show and the Los Angeles art director's club. In addition to his daily activities, Alex published several papers on the relationships between people and brands. Through his intensive involvement, Alex was able to coach young executive who intern became contributors to the cause of positive engagement.

Since 2001 Alex works out of the independent Branding Company GOSLAR, in Bangkok serving clients in Asia Africa and Europe. In addition to building Brands, Alex conducts Seminars on the subject of marketing-inspired Branding for private enterprises as well as for Universities.

Alex has two books about branding to his credit. Brand experience and Brand in Black, which was published in 2011

**Alexander**  
**A. Goslar**

Digitally signed by Alexander  
A. Goslar  
DN: cn=Alexander A. Goslar,  
o=Goslar Co.,Ltd, ou=MD,  
email=alex@goslar.co.th, c=TH  
Date: 2014.04.20 12:26:00 +07'00'