



Business Marketing Environment and Dynamics

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Abstract

Business marketing is an important tool in ensuring the success of corporate firms. Firms and organizations have incurred losses due to inefficient marketing strategies and models, and various tools used. It is important for corporate governance to use models or systems with proper balances and checks, with efficiency, and in an independent manner without external, internal, or personal interests influencing the process. The research mainly dwells on the business marketing environment and dynamics. Through the research, different concepts involved in marketing like the critical leadership theories and attributes are discussed. The research also undertakes a case study on the change management effect to most business, in order to help understand the concept of business environment especially in marketing. Leadership has been seen a critical issue marketing, and this concept has been thoroughly discussed. The management aspect of marketing has also been presented where different management situation and styles have been presented and discussed throughout the research paper. The findings show that business marketing helps in identifying, assessing and putting priority of problems that the organization is likely to come across and putting strategies on how to stop, manage or counter them. There is limited research in comparing effectiveness of different strategies and models; therefore, it is an area worth being ventured into for future research.

Keywords: Business environment, Marketing, Organization.

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