

# الرؤية المعاصرة للتسويق وأثرها في بلورة فرص نجاح المنتج الجديد

المستخلص

## Abstract:

The current research aims at identifying the new marketing directions that in the picture because if the changes and challenges that face the business nowadays, these effect on the future of the new product.

The problem of the research concentrate on the new marketing activities and how to make it appropriate between the product and the market's need, and to fulfill the needs and desire of the customer and it's importance for achieving the economical goals of the organization for a long relationship with the customer.

The resume of the research is about the impact of nowadays marketing and it's effect on knowing the customer instead of concentrating on the important roll of marketing of the customer in the marketing strategic of the organization and create a psychological forever quality beside the achievement of the economical value and the roll of the product, and to move from the product management to the management of customer's relationship.

## المقدمة

### خلفية البحث

( )

(Dolan)

(crawford,1994: ) %40  
%95

.(Dolan,1991: 592) %90

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## الجزء الأول الرؤية المعاصرة للتوجه التسويقي

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1960

(Brodie, et al., 2000:517)

1969

(Kotler,2001: 13)

(Marketing Mix)

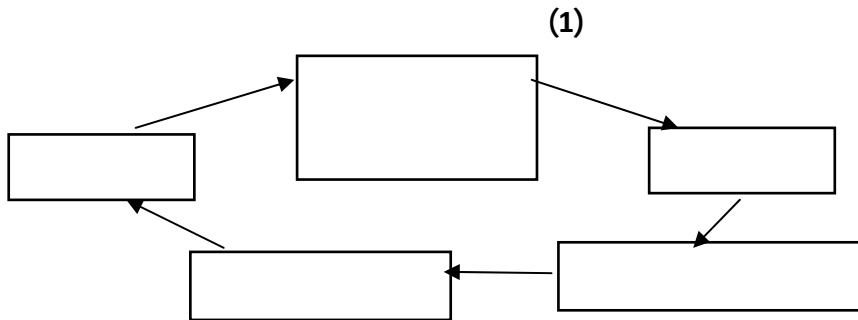
(cadif,1976: 6)

(Pride and ferrel,2000:4) (Stanton,1997: 7)

(Kotler)

(Kotler,2001:5).

(1)



Source: Kotler,2001: 5

(Transaction marketing)

(IT)

(Kotler,2006: 147)

(Jobber,2001:3)

(Brodie, et. al)

(Sawhney & Kotler) (Brodie, et. al,2000:518) .  
-:(Sawhney & Kotler,2001:596) . -1

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(Life time customer value)

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(cross-sell)

(Kotler,1999:569) – (up-sell)

(compaq)

(Sawhney and Kotler,2001:591)

(interactive)

-3

(product)

( )

-4

-5

(intel)

(30)

(Kotler,2006:412)

## الجزء الثاني

### المرتكزات الفكرية لمفهوم المنتج في اطار التسويق المعاصر (product)

(Kotler,2001:7) .

(Actual product) ( )

(Augment product)

New Product :

(Bingdam,2001:139)

(chiu et al)

(Etzel, et al) .(chin et al, 2005:1) .  
-: (three distinet categories)

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.2

.3

(Bigham,2001:140) (Etzel,et al,2004:218)

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-1

(invention)

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-3

(Etzel)

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(Etzel, et al, 2004:227)

Relative advantage -1

Compatibility -2

(Value)

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Complexity -3

Triability -4

Observability -5

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.(Bighan, 2001:134-140)

Competition -

(a major challenge)

Technology -

<b>change in levels of business activity</b>	-
<b>Operating Capacity</b>	-
<b>Market factors</b>	-
<b>New Product Approaches</b>	:
<b>(Bigham,2000:128) :</b>	
<b>Technology Push</b>	-1
<b>Market Pull</b>	-2

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Bigham, : \_\_\_\_\_

New product Oppertinites :

(Jain,2002:227)

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(Kotler,2001:)

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**(Bigham)**  
**(Bigham,2001: 126)**

- 1
- 2
- 3
- 4
- 5

**(Menotoya and calantone)**

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**(Cooper and Eiko)**

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**.(Cooper and Eiko,2007:2)**

### الجزء الثالث

### البلورة الفكرية المعاصرة في مجال تسويق المنتج

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(Dolan,1941: 492-609).

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(Peter Drucker)  
(create customer value)

.(Kotler and Armstrong,1999:545)

(criffin)

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.(Criffin,2001:148)

(Krishnamurthi,2001:440)

(Anderson and Narus)

.(Anderson and Narus,1998:53) .

.(Anderson and Jain, 1993: 3-29)

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.([www.scottish-enteprise.com](http://www.scottish-enteprise.com))

kotler

**Total Customer = monetary cost + time cost + engenergy cost + psychic cost .**

.(Kotler,1999:545)

**V = Total customer values-total customer cost.**

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(Kotler and Armstrong, 1999: 546) :

image value	-1
Personal value	-2
Services value	-3
Product value	-4

(Anderson, et al; 1999: 3-24) :

economic Dimintion	(Anderson)	-1
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Function or Technical diminution / -2

Psychology diminution (sprint) -3

(Green and Srinivasan, 1990: 3-29)

-1

(\*) ( ) (Toyota)

-2

(Camry)

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300 : (Luxus) ( )

: -3

.(Jain,2001:239)

(Krishnamurthi,2001:441)

## الجزء الرابع الخاتمة

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: (Customer Relationship Management) (CRM)

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