CHAPTER 4

Marketology System: Inputs, Processes, Outputs, and Feedbacks

Chapter Learning Objectives

In this chapter, the following topics will be discussed:

- System of marketology
  - Inputs
  - Process
  - Outputs
  - Feedbacks
- Inputs of marketology system
  - Internal
  - External
- Process of marketology system
  - Identification of market intelligence/insight
  - Generation of market intelligence/insight
  - Dissemination of market intelligence/insight
  - Exploitation of market intelligence/insight
  - Evaluation of market intelligence/insight
- Identification of market intelligence/insight
  - The position
  - The audiences
  - The required market intelligence/insight
  - The current situation for marketology
- Types of market intelligence/insight
  - Standard (immediate/distant)
  - Customized (immediate/distant)
**Introduction**

Analysts and executives of all companies that work in an intensively competitive business environment are significantly and continually concerned about succeeding at creating and delivering superior and sustainable value to their key stakeholders through making the most effective market-related decisions at strategic and tactical levels and also taking valuable actions at the operational level.

Definitely realizing such remarkable and hard-to-obtain purposes requires insightfully and constantly dealing with the market through making influential decisions in accordance with useful and timely market-related informational products (including market data, information, knowledge, and intelligence/insight). However these products are not generally available at the necessary time, extent, and qualification; they should be produced and provided on the basis of the needs and requests of the key decision-makers of organization in a customized format through an integrative organizational system.