

# Marketing & Business Strategy

Marketing

Where marketing decisions and company strategy meet.

*The shared decisions.*

## Shared with the business

Which markets to enter or leave

Which customers to serve and decline

What the firm is uniquely good at

How value is captured, not only created

## Owned by marketing

Positioning within the chosen market

The mix that delivers that position

Demand generation and measurement

The customer view fed back into strategy

Marketing's most valuable strategic contribution is usually evidence about customers that changes what the company decides to build.