Customer-Led and Market-Oriented: Let's Not Confuse the Two

In this article Stanley F. Slater and John C. Narver discuss market orientation strategies and the difference between customer-led and market-oriented. Both customer orientations concentrate on their customers but customer-led focuses directly on what customers ask for and filling those needs, and market-oriented concentrates on latent needs and understands different customers give them different information. Competitive advantage is described as providing a skill or resource that is difficult to imitate. Overall it was shown that both strategies create competitive advantage in different scenarios. Market-led proves useful in short term stable markets and market-oriented in long term dynamic markets.

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