# Article information:

Competing assessments of market-driven, sustainability-centered, and stakeholder-focused approaches to the customer-brand relationships and performance - ScienceDirect  
<https://www.sciencedirect.com/science/article/abs/pii/S0148296318303576>

# Article summary:

1. Different approaches to marketing strategy development, including market-driven, sustainability-centered, and stakeholder-focused approaches, can shape customer-brand relationships and impact firm performance.

2. The stakeholder-focused approach involves developing mutually trusting and cooperative relationships with multiple stakeholder groups, which can enhance brand equity and lead to superior financial performance.

3. This research aims to assess the relative importance of these different marketing strategy approaches in achieving superior performance and examine the differential effects of the stakeholder-focused approach across tangible product and service firms and low/stable and high technology firms.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

该文章提出了三种不同的营销策略发展方法，即市场驱动、可持续发展中心和利益相关者重点。然而，该文章存在一些潜在的偏见和缺失的考虑点。

首先，该文章没有充分探讨这三种方法之间的相互作用和影响。它们可能会相互影响，并且一个方法的成功可能取决于其他方法的实施情况。因此，仅仅比较这些方法并不能完全说明它们对客户品牌关系和企业绩效的相对影响。

其次，该文章似乎忽略了消费者对不同营销策略的反应可能是因为他们对品牌本身有不同的看法。例如，在某些情况下，消费者可能更关注品牌是否符合社会责任感或可持续性标准，而在其他情况下，则更关注品牌是否能够满足他们个人需求。因此，在评估这些策略时需要考虑消费者对品牌本身的看法。

此外，该文章没有充分考虑到风险管理方面。例如，在追求可持续性或社会责任感时，企业可能会面临成本增加、生产效率降低等问题。这些风险可能会对企业的绩效产生负面影响，因此需要在制定营销策略时加以考虑。

最后，该文章似乎没有平等地呈现不同营销策略的优缺点。例如，在可持续发展中心方法中，企业可能需要投入更多的资源和时间来开发环保产品或改进生产过程。这些成本可能会对企业的利润率产生负面影响。因此，在评估这些策略时需要平衡不同方法之间的优缺点。

总之，尽管该文章提出了一些有价值的观点和见解，但它也存在一些潜在的偏见和缺失的考虑点。为了更全面地评估不同营销策略对客户品牌关系和企业绩效的影响，需要进一步研究这些问题，并充分考虑消费者、风险管理和不同方法之间的平衡。

# Topics for further research:

* Interactions and impacts between different marketing strategies
* Consumer perceptions and attitudes towards different marketing strategies
* Risk management considerations in pursuing sustainability or social responsibility
* Balancing the pros and cons of different marketing methods
* Further research needed to fully evaluate the impact of marketing strategies on customer-brand relationships and business performance
* Considering the balance between different methods
* consumers
* and risk management in evaluating marketing strategies.

# Report location:

<https://www.fullpicture.app/item/b12283153a90a8f357893c912b860665>