


Article

The Damages of Liberal Marketing Myopia

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Abstract

In the academy and business of knowledge creation and diffusion, the marketing academics fell into Levitt (1960) trap described as Marketing Myopia, which means the company focuses more on their products instead of understanding the customer needs. This review paper's purpose is to evaluate the marketing academic practices to recognize what precisely they preach. Does Marketing Myopia orient really create confusion and collapse of industries as the main business field of knowledge generation and dissemination? In the methodology, design, and approach, the paper evaluates critically the epistemology of marketing myopia literature emphasizes the performance of marketing knowledge in the production and industry field. Hence, the paper finds whether the knowledge of marketing science can be regarded as valid. Unfortunately, Marketing academicians have turned myopic to understand what marketing knowledge is all about, as they feel it has become a production-oriented, having the objective to produce the optimum. Certainly, there is an urgent need to drive action research, using practitioner tools underlining marketing facts. Hence, this paper tries to investigate the theory of marketing with critically observing its validity, scope, and methods and highlights every aspect of marketing academic literature. It is concluded that industries and companies hold a myopic view and attitude concerning their business, mainly because of the fact that they assume many things, ignorant of the market changing trends and hence oblivious of future tendencies of their own resources. Therefore, they should alt ... [Read more](#)