

# Thinking in the Marketing Capacity Building Practice Marketing

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Thinking in general and marketing, in particular, is not thinking of marketing conscious and, therefore, must be identified on the color of the thinking, we simply summarize this color of thinking as “the mentality of nervously accompanied by sincere regulate the human mind experiences and How-To ‘s creative manner that enables it to access to new useful” .It features the author of the thinking in marketing capacity-building marketing many advantages of mental and psychological sense of where Tilm is marketing problems or crises, sees those capacities and objects unfamiliar or non-regular generation in which alternative solutions and new ideas, as well as the generation of non-anticipated through providing solutions and ability to change as well as the ideas non-direct marketing in the face of crises and problems using collective intelligence to lead the team in dealing with the treatment

Also during the marketing management team confidence himself and determination and resolve to challenge those crises and work sincerely Team Spirit and reconnaissance and exploration permanent marketing to keep the crisis through overcoming the obstacles faced by those marketing abilities. Also increasing competition between all the companies as a result of various factors, including the traditional arising out of the nature of the work in the private sector in the light of market economies, including what is modern as a result of globalization tremendous progress in the area of communications and information technology, which made many people look to world markets as one market, The thinking and creativity marketing component is important to ensure the continued growth and development of the industry given the thinking of the capacity to develop new products and innovative methods of marketing that fit with the nature of the product and the nature of the pharmaceutical

market geared to these products, in view of the lack of studies and research on the local level and the level in this field, we believe that such a study could shed light on this important subject, which is the key element of success for all the organizations which receive clear interest in developed industrial countries has focused on the importance of this study and the reality of thinking about marketing and its impact on the capacity of marketing used to promote thinking marketing.

It contains three detectives search includes all i research methodology consists of the problem of the search and objectives research and the importance of research and the outline this recognizes that research walmbhth II, where the thinking and marketing of understood the advantages and the importance of wmrallah as well as containing this all second side of research, capacity-building marketing walmbhth III contains conclusions and recommendations and resources.

## Can I

### Research Methodology

#### First: the problem of search

Each organization should have a set of capabilities that enable them to compete with other organizations in the market these capabilities represent the image of the Organization if it possessed one of the factors of efficiency, while in reality there is no other sufficient competence organizations will not be able to achieve advanced centers in competition and leadership and creativity when organizations would be able to develop their ideas for capacities of it can seize the initiative and the recruitment of those capabilities in a manner to achieve positive thinking in marketing products and services cannot be limited to the problem in question: (what is the role of the reflection of marketing practices of thinking in capacity-building marketing ) .

## Secondly: importance of research

The importance of research in terms of importance, which are occupied by marketing thinking in all its advantages and characteristics in dealing with crises and marketing can be represented by this thinking in providing solutions and propose alternatives and what is new ideas and to the results of the unknown before in dealing with crises marketing of marketing organization.

All organizations are keen to improve and develop their performance to superior performance and the reality of organizations refers to the level of success in achieving this disparity, according to their efficiency in the management of their strategies through the provision of marketing capabilities of the Organization.

## Thirdly: The objectives of the search

The aim of the research to present a statement as follows:

1. To Give theoretical framework for intellectual thinking marketing
2. To give intellectual and philosophical framework for marketing practices.
3. Explain the role played by thinking marketing in capacity-building.
4. To provide a set of conclusions and recommendations that serve marketing organizations in building Marketing capacity. This recognizes that the planned



**Figure (1) shows the relationship between this recognizes that the planned marketing thinking marketing capabilities**

## Can II

### Conceptual framework

#### First: The thinking marketing

##### 1. The concept of thinking marketing:

Marketing is thinking of one of the methods by which it can in which organizations in producing a huge amount of ideas about the idea of specific marketing of products, services, or ideas or marketing operations distributive and promotional price, or other processes and marketing these ideas that apply to solve any kind of thinking, which faced by marketing organizations marketing variety and non-recurrent, and thus the fiducially this creative ideas have the capacity to produce something new, or vinegar marketing crisis and anything of value serving the Organization and Society alike.

The foregoing is thinking marketing mental activity or mental activity meaningful lead to new ideas and reflects the desire of the solutions to the problem of the search for a solution to reach desired results were not known in this be thinking approach marketing to solve any form of crisis marketing organizations must find and reliable. Thinking that marketing is known as “the method by which the individual in the production of the largest possible number of ideas about the problem of these ideas is characterized by diversity and difference flexibility and non-repetition or becoming and originality.

It is known also that he thought, which lead to change for the better and denies the ideas accepted the position in advance and that includes gifted and perseverance and continuity in the work high capacity to achieve something which works on the composition of the problem of the new configuration . (Sadeq Omdurman : P. 2 ) It also has been defined as the process of thinking about marketing something new and important in the market. (Al-Azzawi and others:2009, P. 126) It also has known thinking marketing as a tool to assist in the process of discovery of unmet needs and opportunities and to find new solutions and innovation, as well as currency business. (Martin owusu : 2014, P. 57)

Marketing thinking is known as the “ outcome resulting from the establishment of a method or the method of good in production and change in all components of the product or how to conceived and governed by men “ ( Kharraz, 2011: 30)

From the foregoing, the researcher finds that thinking is the words of the marketing ideas new, unfamiliar might be of use in resolving crises marketing as well as gaining competitive advantage through new marketing ideas of the Organization.

## 2. The importance of marketing thought:

The rapid changes of our time in various aspects of life, and that the explosion different knowledge accelerates steadily increasing per capita so that not only can absorb a fraction of it in the light of the need to acquire the tools to think that enables it to meet those great changes this, as well as to acquire the capacities alone is not a substitute for thinking and cannot be used without thinking supported by (Suhail, 2000: 23) could be restricted to marketing Importance of thinking in the following points:

1. People and institutions even States can be classified into two parts, and other advanced section in install development and those who are creative thinkers, section and stop winey pushes him, including those of followers imitators, the organization wants to be in the first category to face any crisis marketing.
2. Need for a permanent institution to develop and improve performance and efficiency to have the capacity to compete and there is no doubt that the creative ideas and solutions to contribute in that the largest share of the solution, or to face any crisis through marketing capabilities.
3. renews administrative problems and diversity constantly makes an urgent need to think to present new ideas to solve those problems through innovative and effective.
4. Thinking leads to renewal and renovation leads to excellence and progress in solving marketing problems. (Sadeq Omdurman: P. 3)

## 3. The benefits of thinking marketing:

The - fluency: the ability to recall the largest number of ideas in a short period, where there are types of them, including:

**Intellectual fluency:** speed of production and elaboration of a number of ideas to deal with any crisis marketing.

**Fluent in words:** speed of production units words expressive wasthdharha that support thinking.

**Fluent in expression:** easy expression of ideas and formulation in the form of the concept of

**B - Flexibility:** is the ability to think in ways different angles with change thinking ( from top to bottom and vice versa, from right to left and vice versa )

**C - originality:** Is the capacity for the production of new ideas and new ideas to beyond the expected level, provided a useful, practical called this group to consider spirit (Complex) is the conclusion multiple solutions may be true of certain information

**D - Intelligence:** many students have proved that high intelligence is not a prerequisite of creativity but not enough intelligence normal production of creativity. (Sadeq Omdurman: P. 4)

## 4. Marketing stages of thinking:

1. The stage of preparation or preparation: a global background and in the subject, which distinguish himself in which the individual and the stage of the preparation of knowledge and interaction with him.
2. Incubation stage: It is a state of anxiety and fear al-lashaiwra and frequency of work and search for solutions, the most difficult stages of thinking.
3. The phase brightness: it is the situation that occur by the flash or the spark that lead to the idea of the solution and exit from the impasse or difficulties marketing this situation could not be determined in advance, they occur in the time in a place and perhaps play spatial and temporal and environmental conditions surrounding a role in moving the situation described by many a moment inspiration.
4. The inquiry stage: a stage to obtain satisfactory results useful indigenous processing difficulties in marketing product and possession of social consent. (Sadeq Omdurman: R4)

## Secondly: marketing capacity:

### 1. The concept of marketing abilities:

The marketing is the skill or technical or supplier, which would allow the organization production values and benefits for customers than by competitors, and confirms that distinguish them and heterogeneity of these competitors from the point of view of customers who accept this difference and distinctiveness to them more benefits and values that is superior to what they have other competitors. Marketing capabilities allow organizations to achieve the results of the task is to create new marketing opportunities and achieve a breakthrough a new area of competitive, and represents a means to create new vision of the future that you want the Organization itself.

(Source: www.abahe.co. uk). Where was the definition of marketing abilities as “ integration processes , which aims to the application of the collective knowledge, skills and resources to meet the needs associated with the company’s business of the market, and enable business to add value to goods and services and to meet the requirements of competitiveness. In its interpretation of the company’s overall Marketing moderation to study specific marketing operations adopted by the company in its strategy competitiveness” (vojko potočan: 2000, P. 122 ) .

Marketing capabilities is an indispensable factor, which is based in the innovative capacity of the company that can generate growth and profitability through innovation capacities. It was said that the resources and capabilities of physical and non-physical capacity in marketing process, including the brand, and sales, and the channel to provide various services marketing is a corporation organized according to (syed alam , :other 2013, 64)

Marketing capacity can be developed through learning processes, which will enable managers to find solutions on marketing problems professionally according to the development of marketing abilities by requiring consideration of complementarities between knowledge based on intangible resources to find and generate high value clients.

**The al-Ajmi (2011, 21, 22) set of definitions of marketing capabilities are:**

T	Definitions
1	Marketing capacity is supplementary assets that will contribute to the superior performance of the Organization, as well as to the company's marketing capacity they have a direct impact on the return on assets of the Organization and reflects the level of performance of the Organization and on the other that it is not possible to deliver the Organization
2	Marketing capacity interaction to enable it to keep pace with the deployment of its resources with its environment better marketing of its competitors.
3	The capacity that it unique combination of tangible and intangible materials based on the knowledge that refers to what can be achieved by the Organization through the presence of work teams multi-posts
4	marketing operations capacity as complementary designed for the application of a set of knowledge and resources collected, to generate value for customers and competitive
5	Marketing capacity can be developed through a process of learning, when the marketing organizations and continuous marketing application of their knowledge to solve problems if the development of marketing capacity requires taking into consideration the integration processes based on the harmonization of the knowledge resources and resources, to achieve concrete and generate value for customers .

The studies and research that there are four general types of capacity building are the organizational capabilities and capacities and capabilities spot functional cultural capabilities as to the nature of these four types of capacity can be divided into:

The - based on the capacity of assets: that organizational capacity derived from the possession of legal entities such as mental property rights, contracts, bids and other. All these capabilities are justified in legal terms. With the capacity to spot as a result of previous work of the Organization. The positional discrimination comes as a result of the previous resolutions of the organization of work

B - based on the capacity and can reinforce each : which refers to the functional capabilities of capacity to do certain things, they come from knowledge, skills, and experiences of others from stakeholders in the value chain such as suppliers, distributors, stock brokers, lawyers, advertising agents. With the capacity to cultural level that enjoyed by the Organization of the work of the workers included in the framework of the capacity of customs and traditions, cultural attitudes and beliefs, and values that permeate the personnel and groups in the organization of work. (Al-Ajmi, 2011: 23 )

### Fourthly: the relationship between two variables

Studies confirmed that the concept of thinking has become the marketing concepts of wide impact, especially with the development of the concept of innovation and creativity and spread to his relation with the share market pricing strategies and effective performance specifications and commodity and orientation toward customers) Al-Azzawi , Al Noaimi, 2009: 143) and the marketing is skilled or technical or supplier, which allows the organization production values and benefits for customers more than its rivals, and confirms that distinguish them and heterogeneity of these competitors from the point of view of the clients who accept this difference, and intimate with them achieve more benefits and values that is superior to what they have other competitors as marketing capacity allows organizations to achieve the results of the task is to create new marketing opportunities and achieve a breakthrough of the new competitive, a means to configure New vision for the future that you want the Organization itself)almsdrwww.abahe.co. uk ) It features the author of the thinking in the capacity-building marketing marketing many advantages of mental and psychological problems of where Tilmis and a sense of crisis

or marketing, sees those capacities and objects or non-regular non-familiar in which generate alternative solutions and new ideas, as well as the generation of non-anticipated through providing solutions and ability to change as well as the ideas non-direct marketing in capacity-building and using collective intelligence to lead the team in the construction and processing also marketing through confidence Management Team himself and determination and resolve to challenge those crises and work sincerely Team Spirit and reconnaissance and exploration permanent marketing to keep the crisis through overcoming the obstacles faced by those marketing abilities)E. banterle , 2009: 2 )

### Third can First: Conclusions

1 . Marketing is thinking intellectual activity is meaningful mental activity could lead to new ideas, and reflects the desire of the solutions to the problem of the marketing in the search for a solution to reach desired results were not known in solving that problem marketing.

2 . Thinking marketing leads to renewal and renovation leads to discrimination and progress to others in crisis management and marketing there is no doubt that the ideas and solutions to contribute to broader mailing in that the largest share of the solution, or the problem of marketing the renewal and diversity constantly makes the need to think about marketing to present new ideas to resolve to solve those problems innovative and effective ways.

3 . The concept of thinking of marketing concepts with wide impact, especially with the development of the concept of innovation and creativity, and spread to his relationship with market share strategies and effective performance and attention bmwsfat commodity heading toward customers

4. renews administrative problems and diversity constantly makes an urgent need to think to present new ideas to solve those problems through effective innovative thinking also leads to renewal and renovation leads to discrimination and progress on others in solving problems marketing .

### Secondly: recommendations

- 1 - the need to create a group of ideas to build the capacity of marketing marketing and multiple sources of information and store in human memory or in memory with a view to take advantage of e-commerce. in appropriate times to
2. Communicate with intellectuals and creators and providing the suitable climate for them to generate creative ideas and this communication is essential to being leads us to build good marketing capabilities
3. The need for owners of thinking to marketing Solutions Marketing build the capabilities and not as a condition to be complete solutions but could be a work, including the content of the first step to build the marketing abilities
4. The need to give adequate time lshab marketing thinking, being the most important step in building capacity marketing the fact that these individuals are an important element in the success of the capacity-building marketing

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