Enterprise Innovation and Markets

Australia has a significant economic resources, a higher standard of living and a people that requests products by higher added worth from North America, Asia, and Europe. This country is also considered an experimental marketplace: there are more and more corporations that want to enter the American marketplace and that use Australia as an experiment marketplace. The reason is the incomplete asset complicated and that the ingestion habits of both nations are similar. Arnold Group Australia has been providing services in entire Australia. It is most dynamic organizations.

The objective of Arnold company in Australia is to reduce the costs and risks of introducing new products in the market, taking advantage of an asset as important as having a brand with a good reputation, consolidated and reliable. This facilitates the acceptance of the consumer to the new products and also greatly minimizes the investment necessary to introduce a new brand in the market. Arnold is using “hidden marketing” is gaining momentum, designed to interest consumers fed up with traditional advertising (Quinn, et.al. 1997).

Hidden marketing has been around for more than a year - in the form of placing a “random” brand of a soft drink or car in the background in a movie or television series. But now it has begun to spread to other areas of life, often affecting unsuspecting consumers. The use of motivational speaker in this company is an important aspect (Govindarajan, 2011). Traditional ideas placement is rapidly evolving to the level of what agents call “brand integration,” in which products occupy a central place is common in this company. Each employee of our agency is the person we were looking for in cities and villages with a list of stringent requirements at the ready. He is distinguished by a keen mind, a creative approach to solving problems, an openness to communications, and a desire for new knowledge.

Bibliography

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