

which represents all the goals, values and vision, which the company hoped, public. On the other level, the role in marketing in the success of the company will become undoubtedly because companies no matter how small and large will need to I coalesce customers two days and communicate with them on a regular basis in order to get a complete picture of all the variables that occur for customers and the market and the surrounding environment the company that will be easy the marketing department analyzed through customer. And Deshpande & Farley 1999 confirmed that the company can achieve success in the market through the development of the company from abroad analysis. And it will be through the adoption of a theoretical approach to the market and aimed at analyzing the development of the company from a customer perspective. If the customer wants to certain products from certain attributes of the company. This method consists is the method used in the production process. In addition, it is the process of product pricing by through a referendum in order to determine the price that the client is suitable it will find them without the other prices and this confirms that the company must determine the prices of products through the customer point of view, regardless of the cost of production and the prices of competitors must be on company should adopt a plan prices from the customer's perspective who will buy the product (Kono, 2004).

Summary

Changes in global markets and increase the strength of competition between the companies have made to the process of marketing considerable importance for the success of companies in global markets. Despite the differing sizes of companies have proved that the process of marketing research is an indispensable and integral part of a

members of the organization. The entire employees in the different departments of the company would seek the strengthening and the creation of a relationship with the customers. This would be the sole approach for the enhancement of the organizational capabilities to grow in the market and to develop its positioning with the customers, as the entire departments of the organization would be providing their highest performance for maintaining the superior values for the customers. Throughout the successful systems and approaches for sharing the information and unifying the efforts of the entire departments of the company.

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