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Gaining Market Share in a Slow Economy

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In today's economic climate, industrial manufacturers need to promote more than ever in order to compensate for worsening market conditions. Those that expand marketing and sales during these times will emerge with increased market share captured from those that did not. But most companies instead reduce their marketing, which is exactly the wrong thing to do. This reduction leaves their market share wide open to be usurped by their competitors. It is amazing that industrial and high-tech companies who have fought so hard to build market share in an "up" market, will now abandon their efforts based upon a knee jerk reaction to a slackened economy. The few companies that expand their marketing in hard times then come in and snatch that market share away. These competitors emerge with sizably more market share after a downturn than before. What a small manufacturer lacks in market share can be remedied with an enhanced positioning capability. This will open the door to more effective advertising and widespread publicity and create enough change in audience viewpoint to convert market share over to its camp. Courtesy of Jim McMahon <http://www.zebracom.net>