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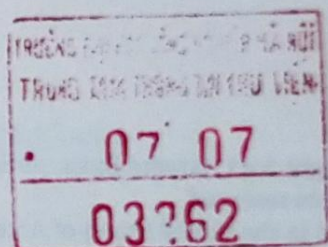
**FEATURING**  
**"Marketing Myopia"**

By Theodore Levitt

On  
**Strategic**  
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If you read nothing else on marketing that delivers competitive advantage, read these definitive articles from **Harvard Business Review**.

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# On Strategic Marketing



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