

Review of: "Evidence-based policies benefit the men and women who smoke"

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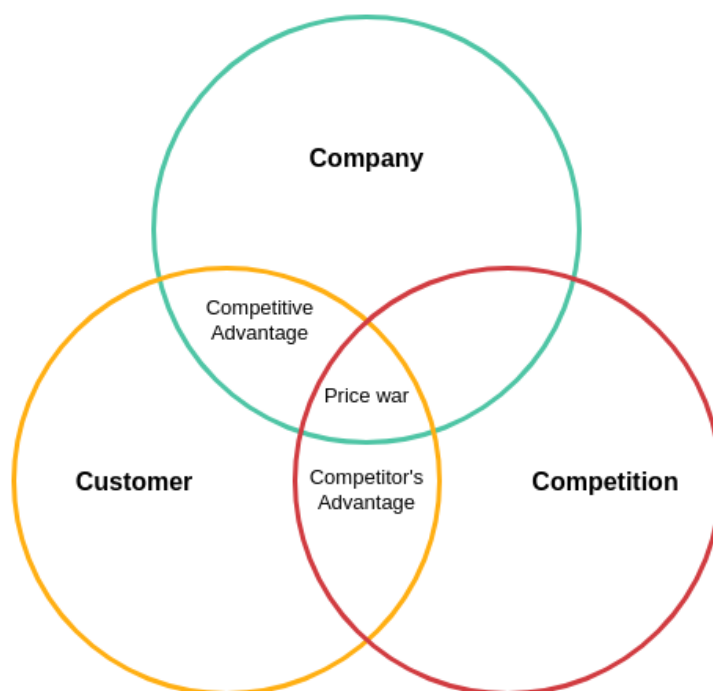
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First of all, I would like to say thank you to Alberto Bedogni and Giorgio Bedogni for giving me the opportunity to review this article. Meanwhile, I also want to express my deepest apologies for being late in submitting reviewer comments. In the process of this review, actually the topic that I will review is slightly different from my area of expertise. However, I can still review this article as a whole as a source of scientific reference. I will provide some inputs and perspectives from the field of business/marketing management perspective.

Referring to this article, please allow me to describe some inputs and opinions that can be taken into consideration by looking at other perspectives of science to solve the problems. This article is quite well written and covers an interesting topic, but there are some points that need attention, including:

1. The title of the article needs to be improved and more attractive,
2. The writing of the abstract still needs to be adjusted and revised. For example, the objectives and methods are not clearly stated,
3. The background of the problem is still not supported by the latest empirical research,
4. The discussion needs to be strengthened and supported by empirical data or recent research results regarding the impact of the policy,
5. Conclusions need to be clarified in accordance with the objectives,
6. The results and discussions need to be highlighted,
7. Limitations and action research need to be further developed.

In this reviewing process, I would like to link the results of this article review with the field of marketing management. It can be seen in the explanation part that there are several parties, both internal and/or external, who are integrated and support each other to produce better policies. However, after analyzing the problems that occur, it might be a material for consideration if this article relates to THREE Cs - STRATEGIC MARKETING, Ohmae's three Cs model. Ohmae defines strategy as a form or way a company uses its relative strength in satisfying customer needs better than its competitors. To do this, of course, we must look at who our customers, our company, and our competitors are to determine who we want to serve, what your relative strengths are, and how you will serve them better than your competitors. It turns out that what you need to do to lay the groundwork for a brand strategy as well. See figure of the Three Cs model below:



The 3C model is a marketing tool that focuses on customers, competitors, and companies. These three variables ultimately form an integrated force in the form of an effective marketing strategy to gain a potential competitive advantage and build a lasting company. The application of this model can certainly be related to the condition of the company's problems, which is related to this article, and then the influence of customers, stakeholders, and competitors needs to be considered.