

MARKETINGUL HOLISTIC – DE LA TEORIE LA PRACTICĂ ÎN FIRMELE ROMÂNEȘTI

HOLISTIC MARKETING – FROM THEORY TO PRACTICE IN ROMANIAN COMPANIES

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Abstract: Accelerated economic changes have led to an evolution of marketing concepts. From the traditional approach where a process was tailored solely to the needs and desires of the consumer, marketing becomes an area where a more complex approach is needed and where the organisation is human centered. This new approach is called holistic marketing and asserts that the business is considered an assembly where all departments of the company are integrated and work collectively to achieve a common goal. However, there is a big gap between marketing theory and practice in Romanian companies, the theory being the one that overtakes practice, as a number of concepts, principles and methods are insufficiently known understood and certainly not applied in the work of organisations.

Keywords: holistic marketing, Romanian companies