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MARKETING — MARKET PROSPECTING

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The term "marketing" — actually introduced in an unchanged form in almost all European languages and enjoying an ever wider circulation also in the Romanian economic literature — developed from the designation of a relatively restricted content (launching of a product or acting in a way upon the market) to a complex content. The "Definition Committee of the American Marketing Association" was formulating about 1960 the essence of the "marketing" concept, defining it as the "dynamic aggregate of all trade activities which direct the goods and services flow from manufacturer to consumer or to final user". A decade elapsed and the marketing concept's content amplified continuously, getting a methodological character and the characteristics of a scientific discipline, of the uppermost theoretical and practical interest. The marketing finally aims to transforming the descriptive study of the consumption demand into a basic scientific research to adapt production to market requirements. This accounts for the interest with which both theory and practice equally received the book we are now presenting. Written by a known expert in this subject, it offers a wide documentary evidence and a complex ensemble of information on the present-day essential characteristics of marketing, presented in the light of their checking through researches, applications and world experience. In the author's oppinion the object of the newly formed discipline consists of problems and modern methods of business studies and of consumption-demand research. As a matter of fact the author appreciates that "Marketing intends to know the present-day and the future potential market, in order to adapt production in accordance with consumers satisfying and achieving of profits by the enterprises, through conceiving, promoting, exchange and reasonable and efficient distribution of goods and services to buyers" (page 6).

It is obvious that such a wide concept and the covering of several stages in the market research development, up to the present-day developing level of science and technology, necessarily lead to using modern computation techniques. As such, the author presents the application in this field of statistical and probabilistic calculus procedures, of quantifying conjunctural tests of economic methods. A chapter is reserved to determining the means of management of marketing activities and the combining of actions into a coherent, efficient and dynamic aggregate, designated as marketing planned strategy. An ample investigation is also done in the psycho-sociological field of consumers behaviour and on influences resulting from the advertising activity and of *mass media. Neither was the "international marketing" aspect neglected, this being revealed by the economic relations between countries, in the*

framework of the international technico-scientific and economic co-operation. The last chapter is devoted to the forms and results of market researches in Romania and an apendix presents the international and national organizations for promoting marketing researches.

Among the numerous ideas, problems and aspects dwelt with in this work, we want to point out, for their part in present-day passionate concerns, the approaching of the marketing concept as a system, as well as the part played by the methods inventoried by the author in the substantiation of management decisions. The introduction in the research of the system category does not mean only applying of information flow adjusting and control principles and especially of feedback — which implies rigorous calculations and thorough analyses — but also, as Oscar Lange said, to follow the road of a new way of thinking. Regarding the marketing field as a system characterized by the existence of a multitude of elements, interpreted and with mutual influences, which determine hierarchical relations and complex functions, new horizons of formulation and solving of specific processes are opened. "In the future — M. C. Demetrescu writes — the long-lasting influence of marketing, thought of as a system, will get substantial upon production, product designing and technology, upon the location and organization of industrial processes and upon business costs" (pag. 12). The trend manifesting itself presently under the spactacular development of electronic computers — to go ever more towards systems integration — will lead to "determining of relations between production and distribution, which will promptly act upon technology, imposing it those alterings necessary to satisfy marketing requirements" (ibid). But the utilization of the electronic computer allows the simulation of the most various processes of the real world and this offers "nearly instantaneous" solving instruments of decision-making problems, which, in the marketing field, stay often under the sign of uncertainty. The simulation enriches the management strategy with an instrument of tremendous value for decision making: the possibility of operating with alternatives and to get aquainted with the multiple implications of some processes and with the action of factors having such a various nature. Multiple ways are thus opened for the research worker, who penetrates into the consumer's behaviour investigation, allowing him to actually analyze this behaviour by the methods presently applicable, including experimentation, ensuring to the management a reliable and efficient substantiation to make decision. And it is here that the core of the marketing concept lies.

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