MARKETING MANAGEMENT CONCEPT

"Marketing must be made so efficient that sales efforts become superfluous"

"Marketing is the function by which a firm or any other economic organization designs, promotes and delivers products and services for customers. The hallmarks of modern marketing are customer orientation and a strategic view point that make an organization responsive to its ever changing environment. . . . ."

In the modern marketing management concept the consumer is not forced or compelled to buy but persuaded and convinced. Marketing management keeps the consumer interests and benefit at the focal point of all marketing efforts.¹

This has a greater relevance in marketing of agricultural product. Particularly of Fertilizers, in India.

¹ Frederick E. & Webster, Jr. in Industrial Marketing Strategy (1984).