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The Era
Of Marketing
as a discipline
has had five
eras:
production,
product
selling,
marketing and
holistic
marketing,
which today
we might call
social
marketing.
These eras
don't have
distinct start
or end dates,
but their

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Marketing Era.
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they must also
take into
consideration
the long-term
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Societal
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offshoot of the

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concept and
corporate
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Era
(1960s-1990s)
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marketing
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takes control. We see the marketing department help guide a company's direction. All employees are also involved in marketing, making it important for the success of the company. In addition, there is a shift from mass production to the need to satisfy customers. The Seven Eras of Marketing - Simplicity Marketing Group Brand marketing emerged during the marketing era, which was the 1950s to the 1960s. In marketing departments, the brand manager emerged as the individual responsible for all marketing activities associated with a brand, and competition increased. What Are the Four Eras in the History of Marketing ...The Relationship Marketing Era Relationship marketing takes the marketing concept one step further by establishing long-term, satisfying relations with customers in order to foster customer loyalty and encourage repeat buying of the firm's products. Marketing: Historical Perspectives | Encyclopedia.com Based on a sample of 880 campaigns, Marketing in the Era of Accountability not only reveals factors that make marketing profitable, but also exposes practices and myths that lead to waste and inefficiency. Marketing in the

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that the key to achieving organizational goals consists of being more effective than your competitors in integrating and coordinating marketing activities toward determining and satisfying the needs and wants of your target markets. *Council Post: The Era Of Evocative Marketing Has Arrived ...* 4- Societal Marketing Era. In addition to considering a customer's wants and needs,

companies began to realize that they must also take into consideration the long-term interests of the society. Societal marketing, an offshoot of the marketing concept and corporate social responsibility, began in the late of 1960s and early 1970s. It challenges companies to work for the benefits of both consumers and society while still attaining a profit. About the

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