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### **Marketing management - Wikipedia**

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Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management - the other being innovation.

### **Marketing - Wikipedia**

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Le marketing mix [1] ou mix marketing ou mix est, en marketing management opérationnel, l'ensemble des domaines opérationnels dans lesquels il faut élaborer des stratégies.. Ne comptant longtemps et traditionnellement que 4 domaines de décisions, celles relatives au produit, au prix, au point-de-vente et à la publicité-promotion, le marketing mix compte aujourd'hui plus de domaines.

## **Marketing mix – Wikipedia**

Un nouveau paradigme. C'est la thèse, depuis 1994, de Christian Grönroos, professeur de Management des services à Hanken Business School d'Helsinki [1]. Marketing relationnel vs marketing traditionnel. Le marketing classique est parfois qualifié de transactionnel, basé sur et se limitant à une transaction.

## **Marketing relationnel – Wikipedia**

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