

CONTENT

7	PREFACE
11	TO THE READER
15	INTRODUCTION
17	1. THEORETICAL ASPECT OF MARKETING
17	1.1. Term and Meaning of Marketing
18	1.2. Marketing Conception of Company
20	1.3. Marketing Research
22	1.4. Marketing Instruments
22	1.4.1. Product as Marketing Instrument
26	1.4.2. Price, as Marketing Instrument
27	1.4.3. Promotion as Marketing Instrument
28	1.4.4. Distribution as Marketing Instrument
29	1.5. Marketing Models
32	1.6. Relationship Between the Marketing and the Production
37	2. CONCEPTION AND IMPORTANCE OF THE ENTREPRENEURSHIP
37	2.1. Term and Meaning of the Entrepreneurship
39	2.2. Definitions and Choise of Targets
41	2.3. Entrepreneurship Conception
43	2.4. Leadership Like Entrepreneurship Component
47	3. MARKETING ENTERPRISING CONCEPT
47	3.1. Inevitableness of Beginning of the Enterprising Marketing
48	3.2. Specifocity of the Enterprising Marketing Concept
51	3.3. Planning Like Component of the Enterprising Marketing
52	3.4. The Marketing Program Like the Component Of the Enterprising Marketing Conception

55	4. METHODS AND INSTRUMENTS OF THE ENTERPRISING MARKETING
55	4.1. General Characteristics Of Methods And Instruments Of the Enterprising Marketing
56	4.2. The Television Like the Marketing Instrument
57	4.3. Radio Like the Marketing Instrument
58	4.4. Newspaper and Journals Like the Marketing Instrument
59	4.5. Canvassing Like the Marketing Method
60	4.6. Personal Letters, Telephone And Circulars Like the Marketing Methods
61	4.7. Not Media Methods Of the Enterprising Marketing
63	4.8. Finacial Aspects Of the Enterprising Marketing
69	5. THE ENTERPRISING MARKETING COMPETITION AND INNOVATIONS
69	5.1. The Enterprising Marketing and the Competition Position
72	5.2. Technology Of the Innovation
76	5.3. Innovation And Behavior of the Consumers
83	6. ENTERPRISING MARKETING AND THE MANAGEMENT TECHNOLOGY
83	6.1. The Management Technology And the Risk
86	6.2. The Management Technology And Creativity
88	6.3. The Management Tehnology And the Enterprise Strategic Behavior
91	6.4. The Characteristics Of the Enterprise Marketing Organisation
99	CONCLUSION
103	BIBLIOGRAPHY