

PREFACE

Marketing, as a science, is a relatively young school in the economic science and practice. It is usually to consider four stages in historical development of marketing.

The first stage - 1800 to 1930 year - commodity orientation. The main task and mission of the marketing in that period - to ensure or to enable - to enable needed quantity of commodities, not including demands and interests of consumers.

The second stage - 1930 to 1950 year - sale orientation. The main and fundamental task in that period - to realise maximal sale of commodities by advertising and based on the long-term planning.

The third stage - 1950 to 1970 year - market orientation. The main task of that stage - to manufacture commodities of the highest class.

The fourth stage - beginning from 1970 year - is an stage, which was determined as an stage of marketing management in production and sales of good. Main task of that stage is development of complex methods.

The stages, mentioned above, are the fundamental stages of historical development of classic marketing, which is specific, of course, for countries of so-called capitalistic world. Although marketing had originated and passed through the first stage of development in period of classic capitalism, it means not that the marketing serves to the loan capital and the owner of that capital but the opposite, all magic of marketing lies in that, because in realisation of businessman's interests it is completely useful for the requests of different social population classes, like buyers and consumers.

Looking at the marketing from social point of view, the fundamental aims have to be pointed:

1. Reaching the highest level of goods consumption;
2. Introducing the biggest consumer requests of population and various social classes;
3. Enabling a large assortment of goods;
4. Continuously work in direction of improvement population's standard.

It could be concluded those are the real communistic ideals, which in so-called socialistic countries, have been only declared and dogmatic, and in the countries, today called by somebody capitalistic, those ideals are real reached.

From economic point of view, marketing means the entirely system of organisation of production and sales of the production, and serves for needs satisfaction of real consumers, as well for getting the income, based on researching and predicting the market, i.e., demand and supply.

Beginning from the social and economic explanation of the marketing, its' philosophy can be characterised like substitution of the production by priority of the demand satisfaction.

So, beginning from that, philosophy of the marketing can be expressed with following sentence: "Produce goods can be sold, and not sell goods what are produced." From that we can see what ideology of marketing is - a human factor, all for people's happiness, because a man is - a fundamental consumer. It is not an ideology, in real life is so, because it is for marketing.

From that, mentioned above, can be concluded that marketing is not science of the class, does not gravitates to the class interests, and is not a weapon for exploitation pour classes of population in hands of a great capital, owners and entrepreneurs.

And besides that, marketing, without regard for its' social orientation and human subject, was not confirmed in the socialistic countries.

Marketing has been mentioned in economic literature of former USSR for the first time about sixties. And it was a critic of marketing, like bourgeois policy in the resolving "not resolved" problems of the capitalistic society.

After Conference of European Security and Co-operation, in Helsinki (1975), where agreement about development of international relationship has been brought, and besides other, agreement about development of commerce based on marketing principles, in former USSR, like part of Chambers of Economy and Commerce, section for problems in marketing started with its' function. Section has been agitating for marketing the ideas, has organised scientific seminars, published materials and made relations with the corresponding organisations in other countries. Many scientists and experts have concluded that marketing is not class science, but universal science, and that it can be successful used as well in the conditions of planned economy.

New meaning of the marketing is in correlation with transition into market economy.

Some experts claim that the usage of marketing is only possible in the conditions when market is sated by goods. Partly is like that, and such kind of view is only one of the temporary tasks of the marketing in developed countries. Main advantage of marketing application relates on higher economy activities of the enterprises, their orientation on faster market satisfying by commodities, exceeding the deficit. Except that, marketing can have function like the commercial model (how and where sell) and like the supplying model (where and how purchase goods or raw material).

Even in conditions of the essential conditions, marketing deals like an auxiliary instrument of self-control in economic relations. Enterprises start to perform their activity not only by orientation on the governmental supply, but

also counting on agreements and arrangements, which they conclude between them, i.e., they come on the market immediately.

That last mentioned needs skilled work on the market.

So, with full safety it can be said that, even in the conditions of governmental partly control of the market, marketing has no other alternative.

By decreasing a such kind of control and expanding the self-control of the market relations, marketing's role arises, thanks to the marketing itself like regulator.

Thanks to that, today market is studied in Ukraine in general and marketing, like brunch, especially. Various commercial schools are being established, as well many courses in order to study fundamental claims about marketing activities. In many high and secondary schools in system of agro-economic complex, experts for the marketing have started with their prepare. But for the scientific process, a good literature is needed.

In recent time, that literature are appeared in Ukraine more and more, where foreign authors are translated, and domestic authors are published, too. In relation with that, it is important to say what is originality of this edition (handbook) "Enterprise Marketing", by Dragomir J. Karich.

First, recommended Book has obvious differences in relation to the classic foreign literature about marketing, and it consists in simplicity. Because, Book was checked by Yugoslav reader, who has socialistic mentality as well as Ukrainian reader. So, the Book is so easy for understanding in comparison with other foreign editions.

Next, the Book is based on the experience of Yugoslav enterprise, has started with development at seventies, especially in "Braca Karich" Company. Company "Braca Karich" has risen, thanks to the marketing, from small workshop, placed in automotive garage, to the big international agro-industrial firm with 60 thousand employees. And more than that.

By its' practice in application of marketing, Company enriched theory and practice with new important elements resulting from specific socialistic planned economy, and as well from development of small agribusiness.

Proposed Book separates itself among domestic editions too, because these editions refer only experiences from the foreign literature. In Ukraine does not exist literature with approbation in practice of the marketing in the concrete Ukrainian enterprises.

Knowing the requests of Ukrainian reader, we have chosen book "Enterprising Marketing" by Dragomir. J. Karich, as the most acceptable for the creating and training study of literature about marketing. Because of Book's quality, we suggest it as the initial textbook in system of special schools of the agro-economic complex.

The textbook has original and modern, short-paragraph structure, marbles still in the presentation of subject by using the active forms and models. For better knowledge, textbook contains control questions, and questions for the discussion.

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