

PREFACE

The book "Psychology in Marketing and Management" will serve the students of the Faculty of Business Economics in understanding and multidisciplinary connection of psychology through business systems, especially when it comes to marketing and management systems. The book is intended as a required literature that sticks to the University Apeiron curriculum, and it especially refers to the subject Marketing Psychology. It can also serve all those who are interested in creative marketing and its phenomena in the business environment when it comes to the impact of psychology on the organizational climate of the companies. Nowadays, different branches of science are all interconnected, and knowledge from different fields mainly overlaps. In order to be successful in a particular field, and to have success in the private and professional life, it is often necessary to apply different, combined techniques, strategies and knowledge.

For this reason, the author has tried to explain the significance of connecting different scientific fields into one cohesive and beautiful whole, and is it successful, numerous questions to which the book gives answers, and some new questions that have been set, will show.

Marketing and management psychology has a social and creative character and provides traditional and recent examples of seeing reality through author's eyes and through theoretical and practical contributions.

The book gives us insights into the content through chapters, starting from the basics of marketing and its definition, the emergence of this discipline, as well as the most important strategies that affect the market and consumer perception. Then, it gives basic insights into management as a system, and into those who run the management in companies, because marketing and management deal with people, whether we observe them from the inside or the outside. After theories and definitions, through the book, we come to the core business functions, their strategies and entering the market towards consumers with a special focus on people. A man is the center of marketing, but it is also the central figure of management.

What marketing psychology deals with the most are people and their needs. Marketing psychology is the highlight of the whole content. By observing the man as an individual, we also see the importance of managing human resources in the right way.

Due to the study of consumers and their need in the market, the book, through its content, pays special attention to the full development of human being as an individual, structure, socialization and psychology of the personality. Attention is also paid to the man from the aspect of the company, and the importance of the individual in achieving the success of the company. The basics for understanding the terms of the market, market segmentation and business analysis through the research character are given after observing the man and its inner world, in the systems of marketing and management. For business and for the success of marketing itself, it is important to identify the target groups of the company, and to explore the needs of consumers who represent the target groups of a company.

What is perhaps the most interesting review is the presentation of the modern approach to the individual consciousness development. The book shows the ways in which modern individual can raise the level of awareness and development through proper work on itself, through the realm of the unconscious. With various spiritual techniques, that are available to learn and use in the right way, we can solve blockades of the unconscious. By resolving blockages from the unconscious part of our mind, we affect the quality of our beliefs and emotions of the conscious mind, and thus clear the path of our soul and we have the opportunity to live in the best reality for us, in a dominant timeline that will be filled with fulfilled wishes and positive contracts of our soul.

In this way we achieve our purpose and our goals. The book shows how an individual, by raising the level of his consciousness, can have a chain effect on the lives not only of himself but also of other people and his environment. Therefore, such an individual can bring a lot of motivation to the marketing and management climate, and to the whole company system.

Below, you will be able to read more about all of these topics that are briefly presented here.

Dear reader, I thank you in advance for your interest in this book and wish you a lot of knowledge, benefits and new insights. May this book serve all of you to supplement your existing knowledge, and I would be happy if these pages enrich your life, your mind and your heart at least a bit.

To all of you who are reading this book, as well as to you, my dear students, I want you to expand your mind with new knowledge, to listen to your heart on your journey, and most importantly to follow the path of your soul. Work on your virtues to be better people every day.

With love,

Jana