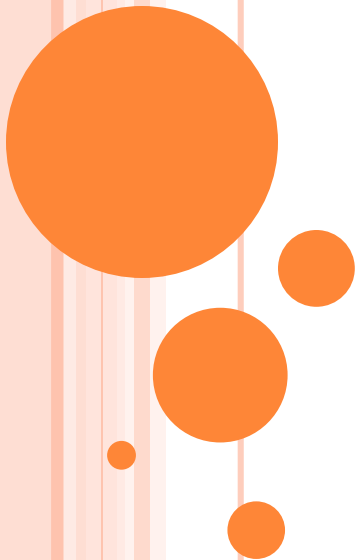


Marketing Management

The Marketing Concept

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Holistic Marketing Concept

The **holistic marketing** concept is based on the development, design, and implementation of marketing programs, processes and activities that recognizes their breadth and interdependencies.

Holistic marketing recognizes that “everything matters” with marketing-and that a broad, integrated perspective is often necessary.

There are four components of holistic marketing are relationship marketing, integrated marketing, internal marketing, and social responsibility marketing



Holistic Marketing Dimension

