

STRATEGII DE MARKETING APLICATE ÎN DOMENIUL SERVICIILOR / MARKETING STRATEGIES APPLICABLE TO SERVICES

Asist. univ.drd. Grideanu NICOLETA
Universitatea "Spiru Haret",
Facultatea de Management Braşov

Abstract

The growing importance of the services in the economy, the fast rising and the spectacular developments of the last decades have intensified the concerns of understanding this sector. The efforts made in this direction are motivated by the fact that, until recently, economic theory has paid too little attention to services; there is even a lag of theory, of conceptual clarification to the practical extent of services.

The concerns of specialists to overcome the relative lag of the theory to the economic practice were concentrated, as it was natural, on defining the concept of service, issue of great difficulty taking into account the heterogeneity of the activities of this type, as well as the numerous senses of the term in everyday life.

Keywords: strategic marketing; market leaders' strategies; challengers' strategies; passive defence.