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The marketing concept is the strategy that firms implement to satisfy customers ' needs, increase sales, maximize profit, and beat the competition. There are 5 marketing concepts that organizations adopt and execute. These are; (1) production concept, (2) product concept, (3) selling concept, (4) marketing concept, and (5) societal marketing concept.

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additions and improvements.

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That is a nice truth and statement, but many might ask, “ what philosophy is the best for a company in setting marketing strategies? ” Well, in this article we will discuss 5 different concepts of marketing that each have a specific function in a holistic marketing strategy. The concepts are: The Production Concept; The Product Concept

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The marketing concept . A company that believes in the marketing concept places the consumer at the center of the organization. All activities are geared towards the consumer.A business,aims to understand the needs and wants of a customer. It executes the marketing strategy according to market research beginning from product conception to sales.

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There are 5 different concepts of marketing, each of which vary in the function that they deal with.For example – production concept deals with production and selling concept deals with selling. Each of the concept was developed as per the need of the market.As the market changed, so did the concepts of marketing.

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## Marketing: concepts and strategies by Dibb, Sally, 1963-

I enjoyed his book, it provide a very useful insight to different marketing strategies. I used for one of my projects at uni.

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