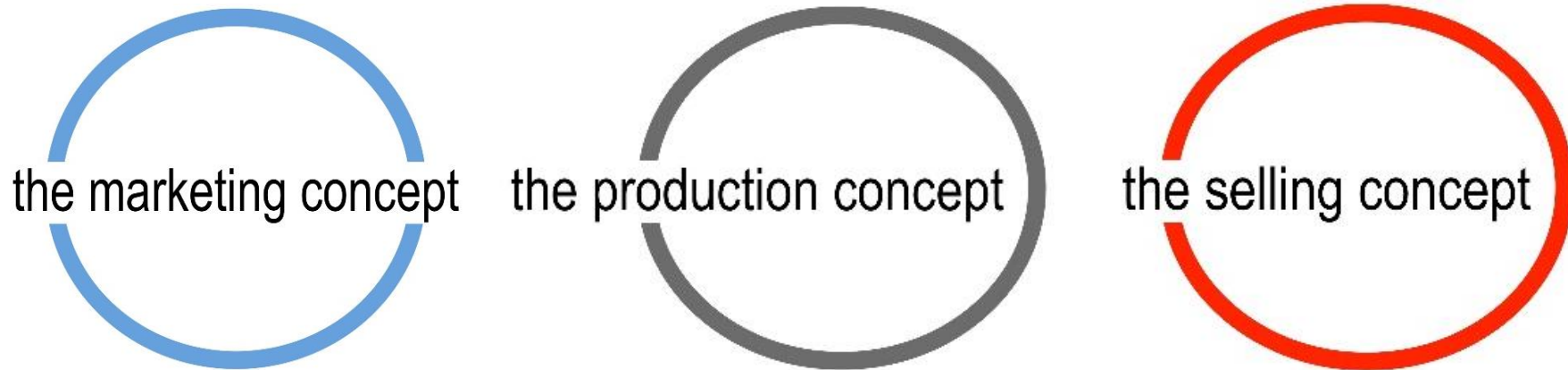


# The business concepts post-industrial revolution



Emphasis on:- value through lower price, zero defects,  
domination of suppliers, limited view of profit, limited  
social responsibility



the production concept

the selling concept

the marketing concept

Emphasis on:- selling to maximise exchange profit.  
pre-purchase short-term, one off, build switching  
barriers, complaints as an unfortunate part of business

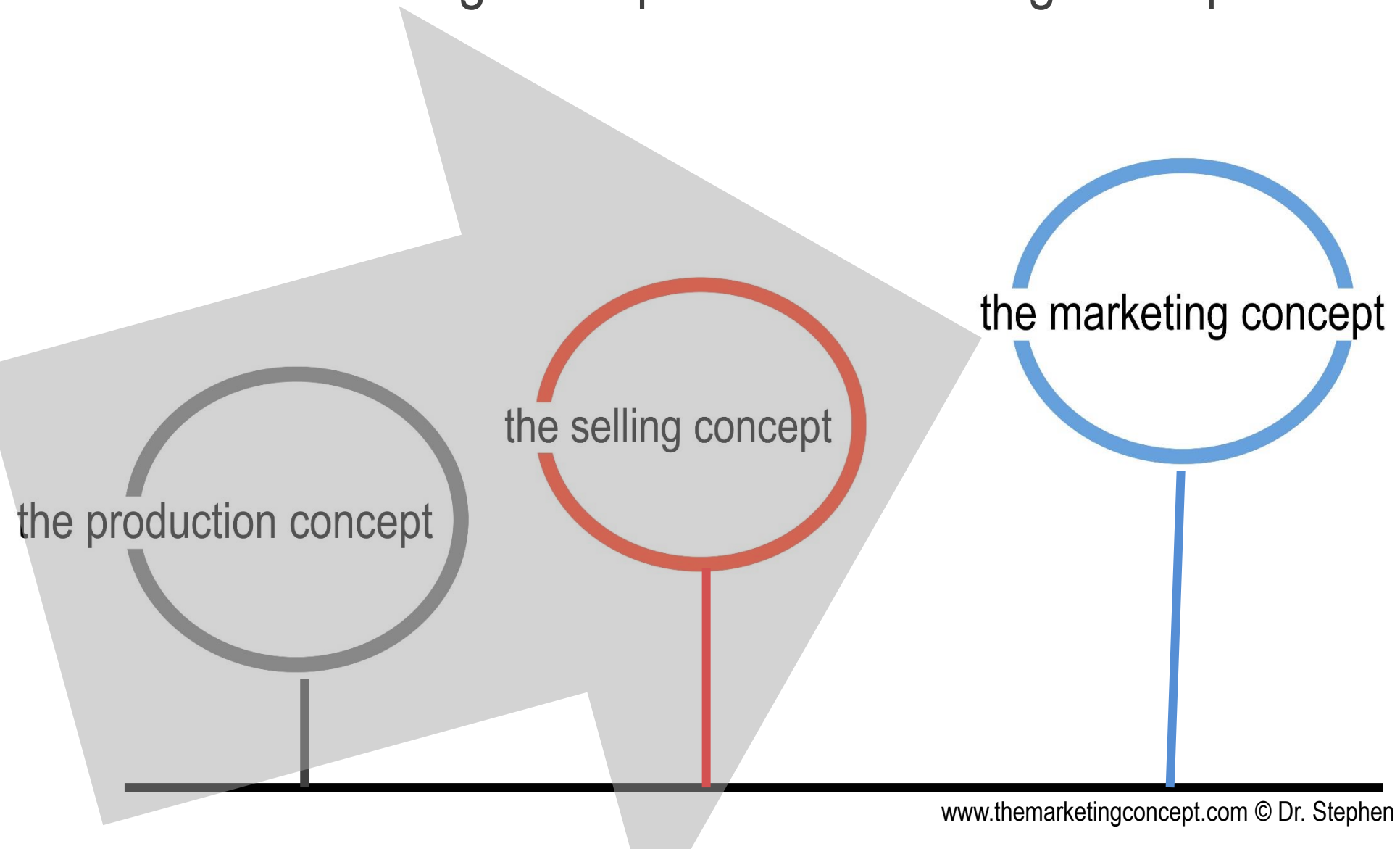


the selling concept

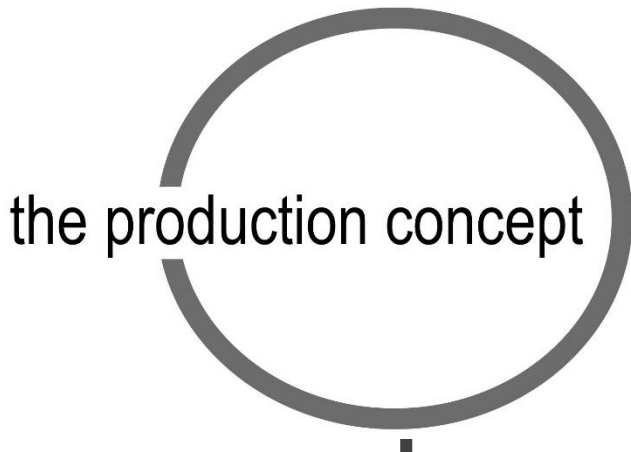
the marketing concept

the production concept

Organisations often evolve from the production concept to the selling concept to the marketing concept

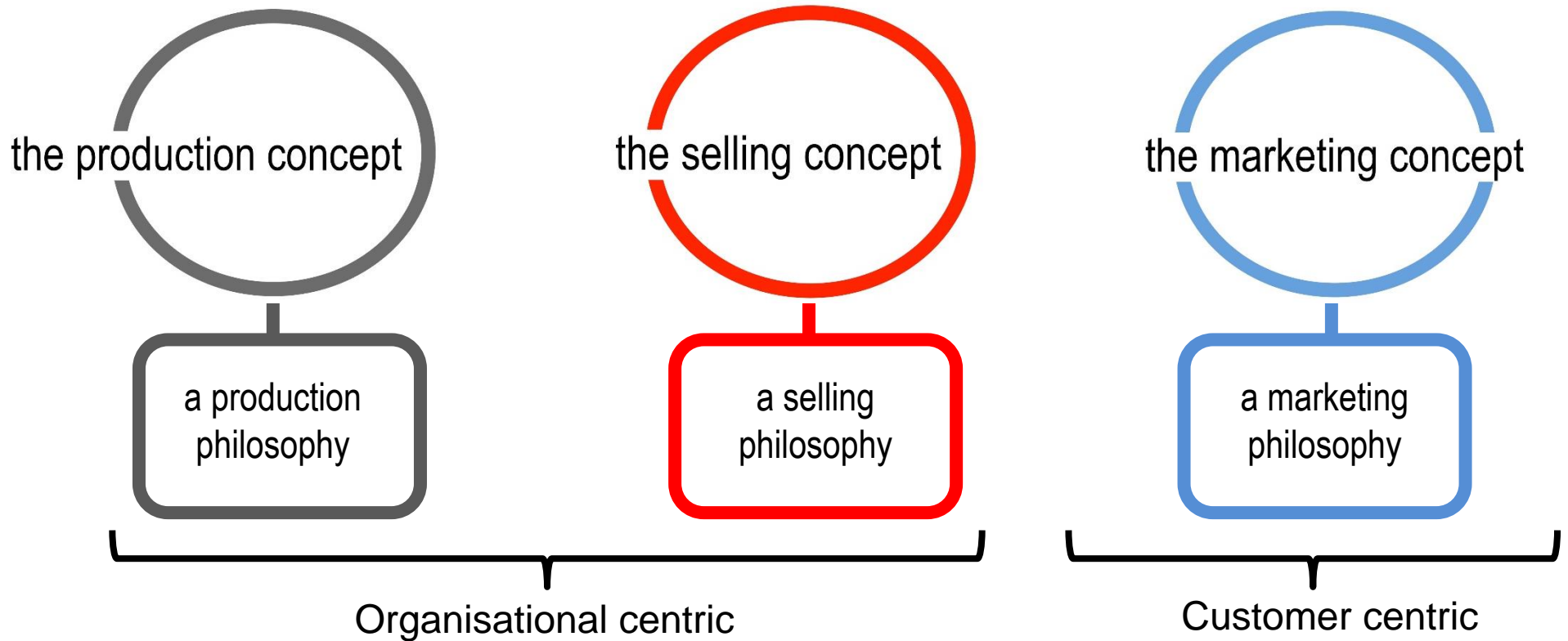


Emphasis on:- satisfaction through value and product qualities, emphasis on 3 time zones, emphasis on zero defects & defections

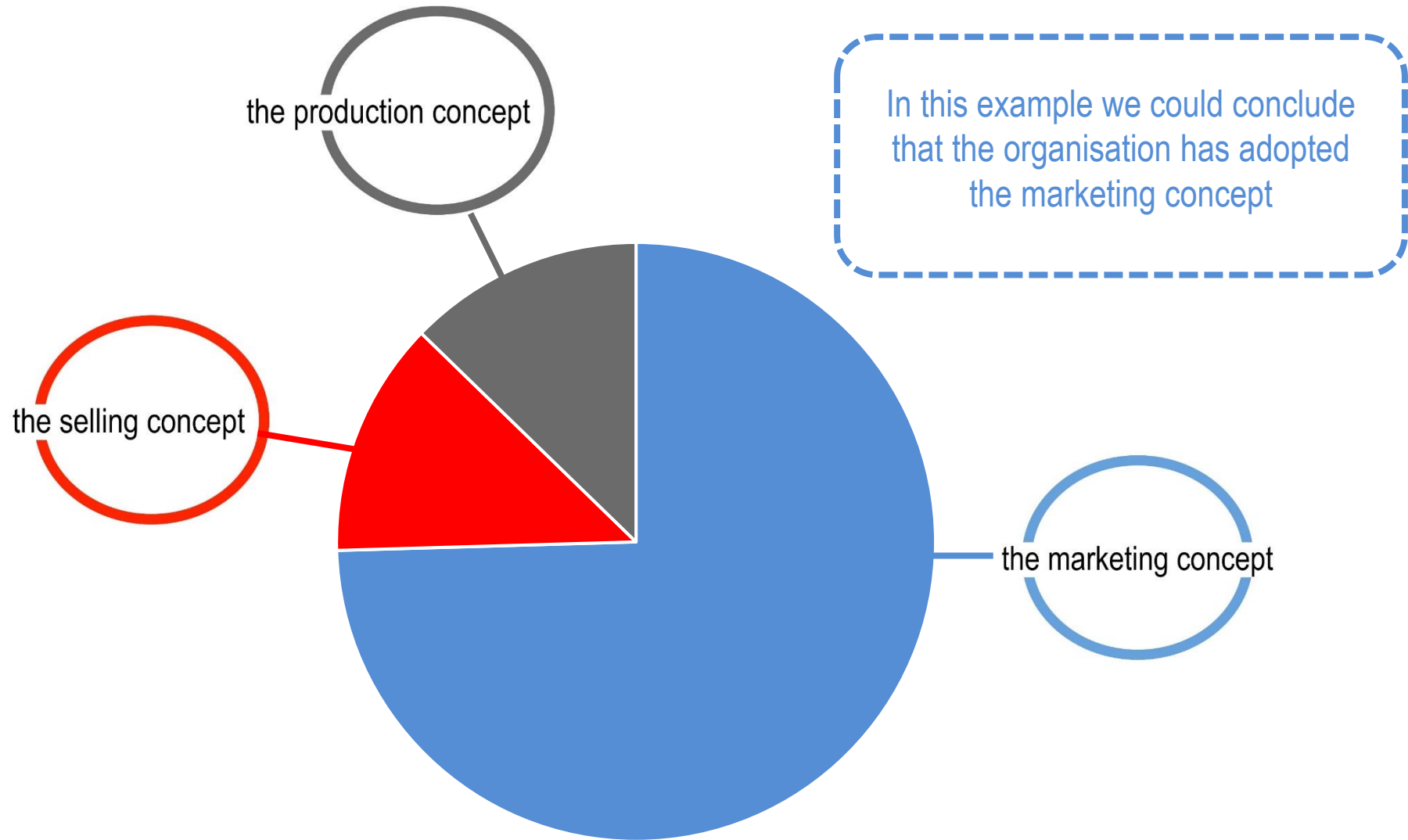


**Within the marketing philosophy the sequence has been on improving design, quality, brand, services, relationships, experiences and responsibility & consequences**

# 3 business concepts

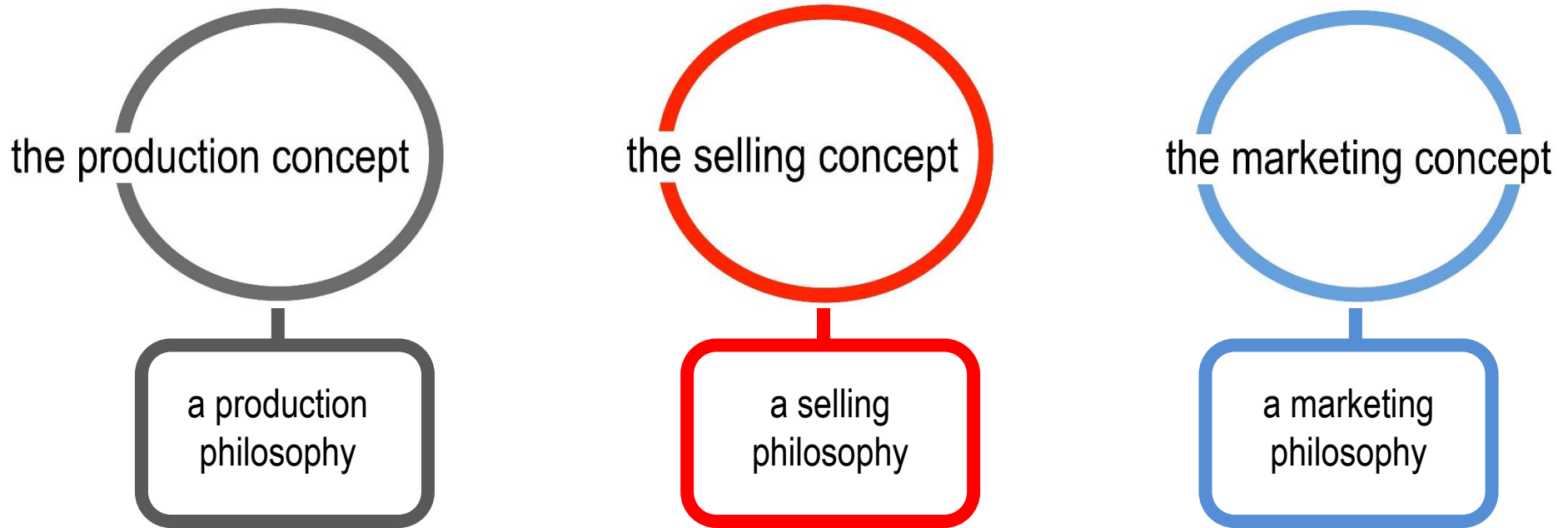


# It is likely that an organisation is an amalgam of business concepts



A marketing audit should explore this topic

# Same communication tools - different philosophies



All 3 philosophies use communication tools to reach their goals,

**HOWEVER**

the application and the intent is quite different

[Some even call it marketing]