

# MOMENTE ÎN EVOLUȚIA MARKETINGULUI ȘI SEMNIFICAȚIA LOR PENTRU ÎNTRERINDERA ROMÂNEASCĂ

## LANDMARKS IN THE EVOLUTION OF MARKETING AND THEIR SIGNIFICANCE TO THE ROMANIAN ENTERPRISE

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**Abstract:** Being strong connected with the act of managing business, contemporary marketing has become to be defined – in a synthetic way – as *management of a market-oriented enterprise*. Although the marketing concept has experienced changes related to its methods, techniques and tools, it has not changed its theoretical and practical essence. The marketing has been developed along the decades mostly at a *microeconomic* level (the level of the economic agent – enterprise), thus finding itself being applied more and more to a *macroeconomic* level or even to a *mondoeconomic* level. Due to the current global economic crisis, the Romanian enterprises have to be deeply anchored in the competition climate.

**Keywords:** marketing, Romanian enterprises, relation-oriented marketing, marketing-management.