

HOW MANY KIND OF MARKETING DOES EXIST?

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ABSTRACT

This work aims to deepen the plurality of marketing constructs in search of possible unitary meanings. The billion occurrences that google.it processes looking for the lemma "marketing" refers to the great complexity of a theoretical construct that has its roots in economic studies but that has evolved only in being open to the psychosocial cultural matrix. We studied nearly 3000 marketing texts in Italian for up to 100 different marketing constructs (definitions, characteristics, test cases). The 100 constructs were then analyzed using ATLAS.ti 5.5 for the presence of unitary meanings that could give rise to an overall definition of the marketing construct.

Keywords: *marketing, content analysis, construct, strategies, marketing panaceas.*