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PERSONALITIES IN THE HISTORY OF MARKETING

Marketing is a very young science. In this changing world of information technologies, this science only starts its development. There are people who we are obliged in occurrence of marketing.

Peter Drukker considered that Japan became the mother land of marketing. In 1690 the future founder of a family of Mitsui lodged and opened the first department store in Tokio. In this shop Mr. Mitsui pursued a commercial policy, which than advanced the time for 250 years approximately. For the first time in trade history the shop owner was taken the buyers bearings. He was buying only those goods which had been claimed, giving system of guarantees for quality of the goods, constantly expanding goods assortment.

In the West it is possible to speak about marketing only since the middle of the nineteenth century. Sajrus Makkormik was the first who came out with the assumption that marketing should be the central direction of activity of the enterprise and work with own circle of the consumer is a problem of the manager.

American Levi Strauss' company was founded to sell firm trousers for work-jeans. The company succeeded in conquering the whole world with the help of simple tools which provides marketing. Ordinary cloth began to give gold.

There are several world famous product designers who reached the world popularity thanks to the contribution of the formation of the first 4Ps in marketing.

One of them is the legendary Ferdinand Porshe whose genius was shown in many spheres.

Ferdinand Porshe contributed a lot in car progress for different companies, but during all that time he was full of the idea to create the car which any person could afford himself. And in 1945 his dream came true, first *Beetle* descended from the conveyor.

After that, Ferry Porshe decided to build his own sports car, effectively the first *Porsche*.

Daniel Starch, one of the first researchers in the field of marketing, was born

in Wisconsin. He took the most active part in finishing marketing up to level of full academic discipline. And in 1909 Daniel Starch organized the second course in marketing at the university of his native city.

During the 1920s, Starch began expanding his educational surveys into the advertising. By the 1930s he had launched a company that interviewed people in the streets, asking them if they read certain magazines.

In 1923 on the basis of Harvard University he arranged the other company *Starch and Staff*.

Daniel Starch was repeatedly awarded for the contribution to marketing researches.

The name of Philip Kotler is a synonym of marketing. He is literally a legend. Philip Kotler is known as the best marketing specialist and the founder of western marketing model, which covered the whole world. Dr Philip Kotler has authored over 35 books on all aspects of marketing, he has published more than 100 articles in leading Journals.

In a recent article in the Financial Times, Morgan Witzel stated that: "Kotler's contribution to marketing and to management generally has been threefold:

"First, he has done more than any other writer or scholar to promote the importance of marketing, transforming it from a peripheral activity, bolted on to the more "important" work of production.

Second, he continued a trend started by Peter Drucker, shifting emphasis away from price and distribution to a greater focus on meeting customers' needs and on the benefits received from a product or service.

Third, he has broadened the concept of marketing from mere selling to a more general process of communication and exchange, and has shown how marketing can be extended and applied to charities, political parties and many other non-commercial situations."

The last person is Niccolò Machiavelli. His personality is very controversial in marketing history, but has the right for existence.

Machiavelli has even been referred to as the first real marketer. His works are often regarded as a major contribution to management, marketing and understanding power. In *Il Principe*, he had observed, facilitated and administered government decision making at first hand and wanted to pass best practice and reflection on to others. The short text gives realistic advice to aspiring princes and leaders of organizations and consequently it is not difficult to draw parallels with

the modern day. Where *Il Principe* and its doctrines interest the authors is as a starting point to view and observe the growth of lobbying and campaigning pressure group activity as part of modern marketing. Machiavelli had his own views for brands—truth, loyalty, stakeholders and ‘spin’.