

# ***ANALYSIS AND UNDERSTANDING OF KEY MARKETING CONCEPTS MARKETING ACTIVITIES ORGANIZED WITHIN THE FOOTWEAR INDUSTRY COMPANIES***

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***Abstract:***

*Marketing in its hypostasis: optical and economic design, practice science and art, it appears and develops in the context of a competitive economy, as a necessity of business success. These considerations and not only determined us researching its direct steps: business to business, and to identify characteristics of marketing activities undertaken by companies in competitive markets. In this paper we follow, based on research carried out on a sample of 160 statistical units (footwear industry companies in Romania), issues related to understanding the main concepts of marketing and marketing analysis manager mentality.*

***Keywords:*** : *business to business, marketing activities, marketing analysis manager mentality*

***JEL codes:*** : *M31, M14*