

Editorial:

Designing a holistic marketing management framework for application

When we talk about „HOLISTIC MARKETING MANAGEMENT”, we assume that it relates to something going beyond just the aggregation of the three components: to their real convergence... so beyond what it appears to us at a first glance as being „reality” (the outcome of our intuitions), due to our mental models.

Holistic marketing management framework is designed to answer to the challenge of establishing the right goals, and of making the right decisions and monitoring on the way of identifying new opportunities of creating more promising new values offering, of using capabilities and infrastructure to deliver the new offerings more efficiently (within the value chain, by proving the commitment in value exploration, creation and delivery), while considering the whole and the beginning of understanding that: anything in life is interconnected; it is necessary to find alternatives to the current bureaucratic and disempowering management practices, and to adequately managing the probability to capitalize on the opportunity to satisfy the customers and transforming them in team members.

Situating ourselves in full „consumption” of the crisis, there are two aspects that cannot be missed:

- *we are participants and spectators of the experience marketing* (integrating the brand or the messages of the product in the lives of the consumers taking the shape of interactive experiences, rather than supplying them via traditional passive media, such as printed or tv) versus experience branding (in the benefit of a product/service in somebody’s mind by focusing on the whole experience rather than focusing on characteristics, attributes or product benefits);

- *as during this „consumption” of the crisis a close contact with customers is essential*, a rigorous analysis of instruments that cost less represents the basis (not necessarily the suppression of tools that are most expensive), the effectiveness (degree of achievement of an objective) and efficiency (input/output ratio) of the instruments used should be analyzed, not keeping the instruments that are less expensive, but the ones that bring the most.

In our first editorial we emphasized that we have to consider the importance of the quality of team relations, as well as the quality of the network in initiating partnerships, along with establishing a fluid and flexible process for planning sequential stages, of a supportive organizational culture, developing a high research potential via learning experiences based on

projects and workshops conducted by excellent managers who aim high but at the same time pay a lot of attention to details.

Consistent in this approach we hope to soon confirm that we can use the civilization's achievements in empowering us to be smarter in our interaction and action, by the instrumentality of „*SANABUNA International 2011*” (the second significant step after the first „*SANABUNA*” Conference, which took place on April 9, 2009, held at the University of Medicine and Pharmacy „*Carol Davila*”, Bucharest, which approached the imperative of reflection and responsible action on the issue „*health-food-welfare*”; it is well known that the event's interdisciplinary character allowed covering certain new aspects, starting from the harmonization of the preoccupations related to building a truly better life, in the context of the pressure of the awareness concerning the connections between health, food and the different aspects of businesses and the imperative of identifying the right answers in the confrontation with the welfare reform, reconfiguring consistent ways with fundamental values, education being in the center of the adaptation, and solidarity could not be neglected). As it is known, of part of the Scientific Committee of this prestigious international multi, inter and transdisciplinary research event are also the distinguished members of the *Editorial Board of our „Holistic Marketing Management” Journal*, *Professor Ovidiu Folcuț and Professor Dumitru Miron*.

Probably the statement of intent which is expected to occur after this „turning point”, as we like to believe, will represent an additional stimulus to our strong commitment to build a new road while going down the road.

Theodor Valentin Purcărea
Editor - in - Chief