

"A man is
great by
deeds, not by
birth"

-Chanakya

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Marketing Concept: Examining AMA Definitions and Evolution over Years

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Abstract

Definition of marketing has evolved with the changing demands on marketing discipline by the firm, connected institutions and society at large over the years. The underlying reasons for the evolution in the very definition of marketing are analyzed in this paper. Marketing has become relevant not just to firm and its customers but also its partners and society at large; it has ceased to be a specialized function but an activity that the organization at large has to engage in to create value for multiple stakeholders recognizing the influence of various other institutions as well. The paper also examines some of the contemporary issues which are exerting their influence on the discipline.

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