

Answer on question # 52811 - Marketing

**a) "Selling and advertising are only the tip of the marketing iceberg" Do you agree with this statement? Why or why not? Explain.**

I agree with this statement, because selling and advertising are results of a long hard work. All begins of an idea of some new product. One of the main tasks of a marketing department is to make a brand conception and to develop this product such a famous brand.

**b) Identify the core concepts of marketing and describe their nature**

Marketing has a lot of important concepts such as: a need, a want, a demand, a product, an exchange, a market, a transaction, a market segment, suppliers, competitors, distributors, consumers, a brand, a range, competitive benefits and others. Let's consider some of them.

A need is a feeling of lack of something by people.

A want is a special form of needs, starting of physiological needs to social and cultural needs.

A demand is a need and a willingness of a person to buy some goods and services.

A product is a thing, which can satisfy a person's needs.

A market a place for meeting of buyers and sellers, where goods and services are the main objectives of buying and sales.

Suppliers are subjects of the marketing system, who supply with material resources of participants in the market.

Competitive benefits are different factors which define advantages of a company. That can be revenue, profit, market share and other indicators.