Holistic Marketing Concept

Holistic Marketing Concept is probably the newest approach to marketing and the latest business concept. It originated as a response to fundamental changes in the current marketing environment (demographic changes, globalization, hypercompetition, Internet development, corporate social responsibility, etc.).

Philip Kotler and Kevin Lane Keller define this holistic approach as follows: "A holistic marketing concept is based on the development, design and implementation of marketing programs, processes and activities that recognize the breadth and interdependencies. Holistic marketing recognizes that 'everything matters' with marketing and that a broad, integrated perspective is necessary to attain the best solution."

Holistic marketing concept includes all elements of marketing mix 4P, closely related to the marketing mix 4C and web marketing mix 4S.

According to both authors, there are four main components of holistic marketing:

- Relationship Marketing
- Integrated Marketing
- Internal Marketing
- Socially responsible marketing