

EVROPSKI MARKETING – POJAM ZA EFIKASNU IZMENU JEDNOG TRŽIŠTA EVROPSKE UNIJE

EUROPEAN MARKETING - CONCEPT FOR EFFICIENT EXCHANGE OF THE SINGLE MARKET OF THE EUROPEAN UNION

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Summary

The scale of economic and political integration of the European Union is unprecedented within the whole history of mankind and in many areas it exceeded the level of cooperation between territorial communities and some free federations. European Union gives the current configuration of European countries, modern and sustained nature. By the emergence and gradual enlargement of the EU, the common market has been formed, which influences on a strong economic area without internal frontiers with the free movement of goods, persons, services and capital. Currently, market represents 40 % of world trade and it is the largest internal market with fixed terms applied to all EU countries. It is alliance of 27 states, with their own traditions, manners, languages, culture and religion, into a multinational unit where the country differences intersected. Common market requires a specific marketing approach and the concept must take into account changeable market conditions, depending on a country where we do business.

Keywords: European Union, European marketing, marketing conception, global marketing, intercultural marketing, segmentation, convergention, divergention

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