



Dr. Ivan Mičić

# **GLOBAL CHALLENGES AND BENEFITS - DEVELOPMENT CONCEPT 4P MARKETING MIX**

Prominent monograph international importance

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DEVELOPMENT CONCEPT 4P MARKETING MIX**

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# **GLOBAL CHALLENGES AND BENEFITS - DEVELOPMENT CONCEPT 4P MARKETING MIX**

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Rapid information development GLOBAL CHALLENGES AND BENEFITS - THE CONCEPT OF 4P MARKETING MIX DEVELOPMENT and the expansion of communication networks, especially the application of new mobile technologies, have enabled users to access a large amount of information from anywhere and at any time. In this book, we start from the general hypothesis that risk as a ubiquitous social phenomenon is the basis in the development of any serious plan and strategy of business tactics. This means a quality, educated and experienced team of people who will study all aspects of these results and provide appropriate business strategies related to the company's manufacturing concept. However, with the development of the service industry, the CONCEPT "4P" (product, prices, location and promotion) has changed significantly in the last period of the twentieth century. The concept was often criticized because it was not comprehensive. In three chapters, the principles of the researcher are analyzed in nineteen research papers in the CONCEPT "4P" . At the end of this book, a conclusion is reached that contains a presentation of the results and explanations related to setting the initial hypothesis.

He is authorized to perform all necessary activities on behalf of the University "Union - Nikola Tesla" in Belgrade, Center for Scientific Research of the Faculty of Applied Sciences in Nis, in accordance with the goals of science - research activities of the Faculty of Applied Sciences in Nis, for the period from 2020 to 2024.

