

PEACE MARKETING

Authors:

Philip Kotler - chapter I

Alexandru-Mircea Nedelea, Marilena-Oana Nedelea – chapters II, III

Hidehiko Yuzaki – chapter IV

Mitsuhiro Shibata – chapter V

Hiroo Saionji – chapter VI

Pan Yuyan – chapter VII

Stela Cazacu – chapter VIII

Rudrarup Gupta – chapter IX

Rudolf Urban, Roman Urban – chapter X

Vladislav Pavlát – chapter XI

Olha Babinska – chapter XII

Parikshat Singh Manhas, Aligarh Muslim, Priyanka Sharma – chapter XIII.

Mgbojirikwe, Chinaka Constantine – chapter XIV

Yılmaz Bayar – chapter XV

Ádám Novotny, Lóránt Dávid – chapter XVI

Margarita Išoraitė – chapter XVII

W.K. Athula C. Gnanapala – chapter XVIII

Marinus C. Gisolf – chapter XIX

M. Moses Antony Rajendran – chapter XX

Rita Carballo Fuentes, Magdalena Carballo Fuentes, Carmelo J. León González – chapter XXI

Malgorzata Kurlito – chapter XXII

Sarmistha Sarma, Ms. Sneha Sharma – chapter XXIII

Ihor Yaskal, Lyudmyla Verbivska – chapter XXIV

Giovanna Giurlanda, Beatrice Martini, Valentina Zappulla and Antonio Marturano – chapter XXV

Gazzola Patrizia – chapter XXVI

Nugzar Todua, Charita Jashi – chapter XXVII

Zuzana Gajdošíková, Tomáš Gajdošík – chapter XXVIII

Engin Akman, Ahmet Yulafcı – chapter XXIX

Jayadevan CM – chapter XXX

Sudipta Kiran Sarkar, Babu P George – chapter XXXI

Tatiana Lepihina, Yuluya Karpovich – chapter XXXII

Alexandru-Mircea Nedelea
(editors)

Marilena-Oana Nedelea

PEACE MARKETING



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I. Nedelea, Marilena-Oana

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I. CAN WE MARKET PEACE?

Philip Kotler

In October, 2010, I gave a presentation entitled “Thriving with Marketing 3.0” in Jeddah, Saudi Arabia. My sponsor was the well-known Bin Laden family that runs one of the major construction companies in the Middle East. I was hosted by the four Bin Laden brothers and I enjoyed talking to the youngest brother, Mohammed Bin Laden. He was educated in the West and he has a lively mind and curiosity. He took me aside and posed a question. “Dr. Kotler, you have marketed many products and ideas. You have run many marketing campaigns for causes. You are well-known for your work in social marketing and social responsibility. I wonder why you have not run a marketing campaign to bring more peace into the world. I hope that you will do that next.”

I had never been asked this question. It was an excellent question. I didn’t quite know how to answer it. I said that this would be a challenging idea to market and I would give it some thought.

I am sure that Mohammed’s question came from his family experiencing the tragedy of his brother, Osama Bin Laden, whose hostile beliefs and actions created so much havoc and destruction in the world.

Why don’t we have a real peace movement in the world? Yes, there are many peace groups in the world trying to carry on the cause of peace. Every year the Nobel Foundation in Oslo, Norway awards a Peace prize to an outstanding individual whose life and actions serve as a heroic message about peace. On May 6, 2015, I was invited by another group, the Oslo Business and Peace Foundation, to give a talk on how the “sustainability” movement could contribute to a more peaceful world. Then in my October 14, 2015 talk at the 4th World Marketing Summit in Tokyo, the governor of Hiroshima prefecture requested time to discuss whether I would be able to return to Japan and give a presentation at the Peace conference in Hiroshima that would take place in 2016.

The fact is that there are dozens of organizations working for peace. The United Nations itself was set up to build a peaceful world and put an end to future wars. One could go to Wikipedia and look up the category called Peace Organizations and find a very long list, including such organizations as American Peace Society, Asia-Pacific Peace Research

Association, Bertrand Russel Peace Foundation, Buddhist Peace Fellowship, Catholic Association for International Peace, Economists for Peace and Security, German Peace Society, Global Peace Institute for Women, International Peace Institute, and Nonviolence International.

One of the problems preventing a serious and impactful peace movement is exactly the number of separate organizations striving to promote peace. One hopes that these organizations will talk to each other, form larger coalitions, and combine their resources and messages to achieve a media presence and impact.

But marketing Peace calls for more than a pointed and continuous communication campaign. It calls for a fundamental change in the distribution of the world's assets and resources! Peace won't come as long as only two billion of the world's current population live middle class lives and five billion struggle to avoid hunger and disease. Peace won't come when so much of the world's wealth, capital and income are in the hands of so few families scattered around the globe.

Peace won't come as long as there are so many different belief and value systems that clash with each other. Each major religion is a belief system. Each ethnic community has developed its own belief system. Each economic class has fashioned a different belief system. Every group lives to defend its own belief system and many strive to impose its belief system on others.

The deep question is how can two groups with competing beliefs and values and resources have a dialogue that would move them toward recognizing their common humanity. How can the Democrats and Republicans work together to produce legislation that makes more Americans better off? How can the Palestinians and Israel find a solution that is a win-win for both? Does conflict resolution theory contain enough insights and processes to help bring conflicting groups into peaceful settlements? I invite more of us to grapple with these challenges.

II. PEACE MARKETING¹

Alexandru-Mircea Nedelea

Stefan cel Mare University of Suceava, Romania
alexandrun@seap.usv.ro

Marilena-Oana Nedelea

Stefan cel Mare University of Suceava, Romania
oanan@seap.usv.ro

Abstract

Marketingul păcii reprezintă un concept nou care poate face parte din domeniul marketingului public internațional și, în același timp, din cea a marketingului non-profit. Deși conceptul de marketing al păcii este unul nou dar care ar trebui dezvoltat deoarece viitorul nostru depinde de eficiența campaniilor de marketing de promovare a păcii.

I. Warfare Marketing

Any incursion with analytical objectives targeted in the space of conflicts in human history evidences many cases in which unleashing a war was preceded by an intense propaganda to prepare the public to admit belligerent measures and embrace the idea that the attack was justified.

War propaganda generally means spreading tendentious or invented news, in order to instigate to war, or any other manifestations in favour of unleashing an armed conflict, orally, by writing, radio, television, cinema or other such means.

Under such circumstances, often, the press, “the ex watchdog of society”, is transformed into the loudspeaker of power when the power’s interests aim at conquering new territories and new commodity markets. Propaganda in media obsessively transmits messages that have the role of demonizing a troublesome ruler of a country that is to be conquered or divided.

In this context of different attitudes and concepts related to the warfare marketing, it is time to remember the media war. This is

¹ “Peace Marketing” concept was created in 2015: we published the first paper in the world that mentioned this concept in the journal Ecoforum <http://www.ecoforumjournal.ro/index.php/eco/article/view/269/133>

different from the legal approach concerning the use of commercials and promotion of the positions, with the moral limits of such an approach when the promoted object is not the real one or when the promotion is done through subliminal techniques. The media war clearly enters the space of illegality and the national security threat.

II. Peace Marketing

Peace is a value. As any other value, it has to be promoted. Even more, peace is a good thing, so it has to be promoted.

And, the good things, by themselves, are less seductiveness than the bad things.

We can compare peace with health. Health is a good thing. However the biggest marketing budgets have the drug companies that earn a lot of money as a result of disease.

It is difficult to ascertain which is our biggest wish. Certainly, extremely important is to live in peace and harmony with those around us, to live a calm and careless live within family. And wouldn't be normal that the organizations which assume humanistic principles and aims have as a main objective assuring peace internationally?

Peace marketing is a concept which could be part of the category of the public international marketing. It is, at the same time, a non-profit marketing. We could not speak of a sale activity.

We could include this new concept as part of the social marketing. Peace marketing tries to influence social behaviours, to change attitudes, habits, not in the benefit of the person who does marketing, but in the benefit of the society in general. It implies the development of some programs destined to impose and sustain some causes and ideas that may lead to the salvation of humanity from self-destruction, being essential to understand that the Earth is our home, and that it is our interest to live in peace and harmony on this planet that we like to consider wonderful.

How can we speak of a satisfying state of the world and of the satisfaction of people in a time in which many states on the planet allot huge sums for armament, the production of mass destruction arms? Meanwhile, poverty and hunger are extending, environment is deteriorating, resources are running out, many people have not access to education and minimum living conditions.

Marketing has a few simple rules. One of these is that if you want to draw the public, you must find what the public is interested in. Peace is a state of facts that any normal person on earth wants (except those who sell

arms). According to the marketing optics, people don't look for products first, but for solutions for their problems. Consequently, peace represents one of these solutions that any human being is interested in.

In a moment in which modern world is struck by terrorist attacks, wars, conflicts, cyber attacks, in almost all the regions peace and compliance with the right of each citizen to peace are more necessary than ever.

In a normal, common sense plea, it must be emphasized that peace is the way to understanding, trust, the way of an honest friendship between peoples, it is - if we don't avoid a big word- the condition of happiness on earth. Life can flourish when there is durable peace. We must fight for maintaining peace on the blue Planet, for offering the young generation the chance to live their life in the plenitude of the age, to affirm their personality, to devote their entire physical and intellectual potential to the progress of humanity, to the well-being of the society.

For any conflictual state several pacifist solutions must be found and, every time it appears, the way of negotiations must be used, in order to solve it. Peace favours the harmonious development of the young generation, who, by becoming a vector of fulfilling some superior ideals, can find an effective way of a favourable communication between people. The ideal of peace means prosperous life, because thus money is not directed to produce death, destruction, suffering, but to increase prosperity of all and each person. Peace offers the creative energy which can build a world. Peace is the chance of a work that can ennoble man, that determines the cultural and technical progress. Peace means understanding, harmony between people, happy life on earth, without the war atrocities. (Chifu, 2006).

In 1981, the United Nations declared September 21, *the International Day of Peace*. It is dedicated to peace and especially to the absence of war and violence. For example, it could bring about or impose the temporary cease fire in a war zone for the access of humanitarian aid. The day was celebrated for the first time in 1982, and since then it is celebrated each year by many nations, political and military organizations and many people. To open the day, the "Peace Bell" rings at the headquarters of the UNO (in New York City). It is cast from coins donated by children from all continents, except Africa, and was a gift from the United Nations Association of Japan, "as a memento of the human cost of war". On the inscription on one side one can read: "Long live absolute world peace".

Another day dedicated to peace is marked on January 1- *World Day of Peace*. It was initiated by Pope Paul the 6th, who wanted it to be celebrated each year, on the first day of the calendar year. The World Day of Peace was proclaimed by the Vatican on December 8, 1967.

Among the promoters of peace within the fields with a major impact in this sense one can evidence: education, tourism, humanitarian organizations, learning foreign languages.

If we refer only to the first from the series of these factors, we must say that quality *education* is essential to establish peace, and peace is imposed to be the essence of education. Education- an appropriate and quality education- can offer children hopes and opportunities and can heal the war traumas. A school can and must be a place of peace.

Given that war begins in people's mind, also in their mind it is normal to begin the building of the plea for peace.

A quality education must be assured before, during and after the end of a conflict, and during the negotiations of the peace agreements. (Wedge, 2008) Education for peace supposes cultivating some superior attitudes and training people in order to avoid conflicts, and promoting a constructive dialogue, cultivating receptivity and flexibility, respect towards values and aspirations, towards oneself and others, the ability to identify common points and to respect the diversity of situations and life styles. These objectives of education for peace are the touchstone in the process of education of each personality.

The goals of education for peace can be converted, at the level of school education, in the strategies of forming a cooperation behaviour. It means, first, to avoid final classifications and hierarchical placing, competition, which can have negative consequences on the relations between pupils, who learn that it is important and noble to support and help each other.

Peace Symbols

From the marketing point of view, we can identify a series of signs which contribute to the creation of some peace symbols with an important and recognized role in the promotion of this concept: the dove and olive branch, the white flag, the peace pipe, one thousand cranes, etc.

The dove and olive branch. The dove was and remains a peace and good symbol, irrespective of the country, time, cultural and linguistic barriers.

Since Noah and the deluge, the dove and the olive branch in its beak has been the symbol of hope, new land and beginning. The olive branch is

historically representative for peace not only for the Hebrew people, but also for the ancient Greeks and for the Islam. A possible explanation for the relation between the olive and the peace is that the olives bear fruit not easily, and the olive culture would be difficult to achieve during war. For thousands of years, the dove has brought the olive branch and announced the end of the deluge and the return to normality. Over centuries, it was used as the symbol of soul or social peace, in the biblical translations and, later, on the seals, banknotes and coins. While, in Persia and Egypt, the doves were bred in temples and at the courts of the pharaohs as symbols of peace and virtues of gods, the ancient Greeks and Arabs considered them messengers of love and good luck.

White flag was internationally used as a symbol of peaceful surrender and truce. Used for the first time in China, during the Han dynasty, it was taken over by the Romans, who replaced it sometimes with the olive branch. The white flag means rather “let’s make peace” than a general establishment of peace.

Rainbow flag. Used for the first time in Italy, in 1961, during a peace march, it was borrowed by many countries, each nation writing the word peace in its language.

Peace pipe. Smoked at the end of a conflict, in North America, it was used initially during some spiritual ceremonies, in order to send the prayers to the sky with the help of smoke.

The V sign. Its origin, very distant, seems to be the battle of Azincourt, when it is said that the French had declared that, after they would win, the English archers’ fingers would be cut (the index and the middle finger, used to draw the bow). The English won and, as a proof, they showed their intact fingers upward.

V from victory (which brings peace) became a popular sign during the WWII (through the image of Winston Churchill) and especially in the 60s, during the peace demonstrations.

One thousand cranes. The 1,000 cranes come from the Japanese antiquity became a peace symbol, after little Sadako Sasaki, diagnosed with leukaemia, after the atomic bomb in Hiroshima, died before she could fold 1,000 origami cranes to grant her last wish. After her death, in the Peace Park of Hiroshima it was inaugurated a monument which represents little Sadako holding a golden crane. It became an international symbol of peace as a result of the relation with her story and its significance.

The peace sign was initially the symbol of the English campaign for nuclear disarmament, which, after the experience of the WWII

bombardments, became a sine qua non necessity of peace, so that the demonstrations and marches for peace in the 60s adopted it, especially after its importation to the USA.

Its origin lies in superimposing N and D initials (from nuclear disarmament), not from the letters of the alphabet, but from the semaphore type symbols, of signal with the flag.



Internationally, there are other explanations, as the one according to which the peace sign from inside the circle - turned to 90 degrees - represents a stylized B52 plane and comes from the time when the Vietnam War was to be stopped. The sign represents a broken cross (sign of the Antichrist)... or crucifying upside down (of Saint Peter).

Here are two possible promotional messages related to peace: "Together for Peace and a better world!"; „Let's keep peace not by shedding blood, but defeat it with friendship and love!"

Related to the marketing activity of peace, we can mention a series of concepts like: operations for maintaining peace, peace missions, multinational forces for maintaining peace, international organizations involved in maintaining peace.

The peace operations can be defined, despite the apparent term contradiction, as military actions which display to support the diplomatic efforts, having as goal to establish and maintain peace and to reach long term political solutions of conflicts. These peace operations can be displayed parallel with different diplomatic actions necessary to assure the implementation of bilateral and multilateral agreements and solving, eventually, the conflicts. The literature presents two types of peace operations: operations to maintain peace and operations to impose peace.

The main international organizations with responsibilities in maintaining peace and security are: United Nations Organization (U.N.O.), North Atlantic Treaty Organization (N.A.T.O.), the European Union (E.U.), the Organisation of African Unity (O.A.U.).

Along time, given its importance as a fundamental human option, many thinkers and representative personalities from various fields memorably restated on peace.

Here are some messages of peace of some universally famous personalities from old times to present times:

Albert Einstein (1879-1955):

Peace cannot be kept by force: it can only be achieved by understanding.

We cannot solve our problems with the same thinking we used when we created them.

It is impossible to obtain peace as long as any action done in this sense takes into account a possible future conflict.

Martin Luther King Jr. (1929-1968):

Peace is not merely a distant goal that we seek, but a means by which we arrive at that goal.

Those who love peace must learn to organize themselves as efficiently as those who love war.

True peace is not merely the absence of tension: it is the presence of justice.

We must live together in harmony like brothers, otherwise we will die like fools.

Nonviolence is a powerful weapon.

Worth to be remembered are, also, the following expressions of wisdom said in different ages and geographical areas:

If there is no peace, all others are useless. (Saint John of the Golden Mouth)

Innately, within us resides the spirit which wants to enlighten you, to give you the peace, the bliss and the joy of our being. (Shri Mataji Nirmala Devi)

If there is to be peace in the world, there must be peace in the nations. If there is to be peace in the nations, there must be peace in the cities. If there is to be peace in the cities, there must be peace between neighbours, If there is to be peace between neighbours, there must be peace in the home. If there is to be peace in the home, there must be peace in the heart. (Lao Tsu)

There was never a good war, or a bad peace. (Benjamin Franklin)

There is no holy war; only peace is holy. (Pope John the 2nd)

Love and compassion are the basis of the world peace- at all levels.(Dalai Lama)

If we have to teach real peace in this world, and if we carry on a real war against war, we shall have to begin with the children. (Mahatma Gandhi)

When the power of love overcomes the love of power, the world will know peace. (Jimi Hendrix)

Give peace a chance. (John Lennon)

Peace cannot come from the wish for peace, but from suppressing the war instincts. (Nicolae Iorga)

Peace is more than the absence of war. True peace is justice, true peace is freedom. (Ronald Reagan)

Peace is better than the most just war. (Latin proverb)

Peace will not come into the world until it comes in your heart. And it cannot come in your heart as long as you see enemies or “bad” people around you. (Paul Ferrini)

I prefer the most unfair peace to the most righteous war. (Cicero)

I don't know how much is the political cost for peace, but for sure it is less than for violence. (Hasier Agirre)

If you want to make peace with your enemy, you have to work with your enemy. Then he becomes your partner. (Nelson Mandela)

A people free to choose will always choose peace. (Ronald Reagan)

War is a suspension of peace (as peace is a suspension of war).

A long time ago, during the beginning of communism in Romania, official letters had the end with the slogan: We fight for peace!

III. Conclusions

The essence of the concept (notion) of marketing lies in identifying, anticipating and quantizing the needs and wishes of people and their satisfaction. Among the needs and wishes of people is peace.

Internationally, in time the marketing budgets allotted to the companies of “justification” of wars and those allotted by the arms manufacturing companies are huge, the financial efforts destined to the promotion of peace being relatively reduced. The concept of peace marketing is a new one, but one that should be developed because our future depends on the efficiency of the marketing campaigns for peace.

In conclusion, we have the moral obligation to oppose war as a political necessity and to promote peace as an existential necessity.

Biography

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III. HUMANE MARKETING, PEACE MARKETING AND REBRANDING MARKETING²

Alexandru-Mircea Nedelea

*Stefan cel Mare University of Suceava, Romania
alexandrun@seap.usv.ro*

Marilena-Oana Nedelea

*Stefan cel Mare University of Suceava, Romania
oanan@seap.usv.ro*

Orientarea deschisă și sinceră către rezolvarea problemelor oamenilor este cheia cu care marketingul uman deschide poarta către o societate mai bună. În concepția marketingului uman, întreaga populație a Terrei trebuie să fie fericită, mulțumită și chiar încântată, nu numai clienții unor firme (așa cum se pune problema în marketingul clasic). Astfel, din acest unghi de vedere, avem de a face cu o necesară activitate de rebranding al marketingului însuși. nu ar trebui să existe economii sărace, în măsura în care am instaura un marketing uman în întreaga societate. În acest sens va trebui pornit de la transformarea sistemului educațional, în care să se pună accentul pe creativitatea inovatoare a copiilor și pe evidențierea și stimularea calităților și aptitudinilor lor. Esența conceptului (orientării) de marketing uman constă în identificarea, anticiparea și cuantificarea nevoilor și dorințelor oamenilor și satisfacerea acestora. Ca urmare, prin rebrandingul marketingului s-ar da curs intenției trecerii de la un marketing preponderent malefic la un marketing uman, benefic. Considerăm că s-a ajuns la un stadiu al dezvoltării societății de la care singura variantă viabilă de evoluție este un salt calitativ în conștiința umanității, care să includă, printre altele, și renunțarea la marketingul agresiv făcut numai de dragul obținerii profitului, în dauna obținerii fericirii umane atât individuale, cât și a întregii omeniri.

Humane marketing and rebranding marketing

Marketing - as being acknowledged – is a state of spirit. It is, of course, an attitude. It is a special way of seeing reality. Marketing can aim at

² In making this article I have benefited from the outmost scientific contribution of the journalist Ion Nedelea