

AKTUALNA VREDNOST IN POMEMBNOST TRŽENJA: ŠTEJEJO ODLOČITVE IN DEJANJA

Pred nami je nova številka Akademije MM, tokrat še posebej aktualna v duhu časa in zahtevnosti delovanj na trgih: od področij turizma, ki je oz. bi moralo biti eno naših vodilnih strateških področij ustvarjanja dodane vrednosti, ugleda podjetja, ki vpliva na uspešnost njegovega delovanja in česar predvsem ne smemo (nikoli) pozabiti na lastniških, vodstvenih in upravljaljskih ravneh, do odnosa nabavne in trženjske funkcije, vpliva interne komunikacije in uvajanja sprememb ter pomena referenčnih cen. Torej teme, ki prežemajo vsakdan ne le trženjskih, ampak predvsem vrhnjih usmerjevalcev poslovnih procesov. Tudi njim je namenjena vrsta aktivnosti DMS, kakor tudi vsebine aktualne Akademije MM. Članki temeljijo na znanstvenih preverbah, hkrati pa poudarjajo prenos znanstvenih ugotovitev v prakso. Za začetek z ozaveščanjem, kako pomembno je razpravljati ter se dnevno aktualno in kontinuirano strateško odločati o vseh vidikih trženja, ne le njegovih učinkih. Še posebno pa o naložbah vanj in smernicah razvoja. Znanost je pogosto analitično ogledalo preteklemu, pa tudi pomembna znanilka in poganjalka sprememb. Bolj kot je ob tem sinhronizirana in vizionarska z razvojnimi potrebami gospodarstva in družbe, večji je napredek. In prav

21. AKADEMIJI MM NA POT

A PREFACE TO THE 21ST AKADEMIJA MM

VALUE AND SIGNIFICANCE OF MARKETING: ONLY DECISIONS AND DEEDS COUNT

A new issue of Akademija MM is especially current in this zeitgeist and in the context of complex markets: tourism is, or better, should produce added value in Slovenia; corporate reputation affects company performance – this should never be ignored at senior management levels; purchasing behaviour and marketing relationships; the impact of selection of internal communication tools in times of change; and a multi-dimensional concept of reference price. The journal, thus, discusses the issues that are not only part of marketing, but also something that senior managements need to consider daily. Our Association is aimed at them, as it is content of this journal. Papers are not only research papers, their goal is also to transfer research findings into business. First through building awareness how important it is to make daily strategic decisions that are based on all marketing aspects, not just on results. Also we should not forget about investing in marketing and planning its development. Science is usually an analytical mirror to the past, however, it is also a harbinger of change. The more is science synchronised with developmental needs of economy and society and the more it is visionary, the better the progress. Indeed, this is exactly the message of this issue's

na to nas s svojimi vsebinami opozarjajo avtorji in avtorice ter urednica 21. Akademije MM, doc. dr. Mateja Bodlaj: nič ni naključnega, tudi v trženju ne. Zato dobro opazujmo, analizirajmo, ovrednotimo – in ukrepajmo. Tokratne vsebine Akademije MM so odlična podlaga za to. Hvala vsem njenim soustvarjalcem!

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authors and editor, Ass. Prof. Mateja Bodlaj, Ph.D.: nothing is coincidental, not even in marketing. Therefore, let's observe, analyse, evaluate, and act accordingly.

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