

mainly on dreams, and it needs a lot of patience to have a chance in success. And with one successful business uses this philosophy maybe there are hundreds of failure examples.

5. Conclusion:

Although of the great development of marketing, we can see that there is no certain philosophy govern or dominate the marketing till now.

Philosophical views of marketing have been changed a lot with the passage of time, and each time the proposed philosophical view was a frame of concepts the fit a certain situation in a certain moment.

We have tried in this paper through a series of studies related to philosophy and marketing to identify the conceptual framework for the marketing philosophy, and to take a historical view at the marketing philosophy and its characteristics. And then we discuss a group of marketing philosophies that still exist and that disappear and come back to be used again at a time, as we have tried to provide a range of examples of these marketing philosophies.

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