

MARKETING ON THE CONSTRUCTION MARKET IN A ECONOMIC CRISIS

Cristina Dinu, Spiru Haret University Bucharest

ABSTRACT: Construction market has a tremendous impact on our national economy. What happens in the construction industry reflects society's demands, both from a perspective of demographic trends and especially of the financing. The current economic slowdown requires to review the way marketing is done. The companies must eliminate unaccountable marketing programs and actions that generate insufficient sales leads and fail to support the sales team efforts. The marketing can be done in a better way.

Key words: marketing, economic crisis, construction market, direct marketing

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