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Q: - Ans: - Four dimension of Holistic Marketing

Definition:-

Holistic Marketing is business

Marketing. ~~It is~~ a concept which considers business

and all its parts as one single entity which

gives a shared purpose to every

activity and person related to that

business.



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Four Dimensions of Holistic Marketing:

- (1) Relationship Marketing
- (2) Integrated Marketing
- (3) Internal Marketing
- (4) Social Responsible Marketing

1) Relationship Marketing:-

The Relationship Marketing aspect of holistic marketing concept focus on long term customer relationship and engaged rather than short term goals like customer acquisition and individual sales. This strategy focus marketing activities on existing customers to create long strong, emotional and everlasting customer connections.

Example :- Thank customer to social media post or surprise gift cards, customer feedback through surveys, polls and phone calls which can create positive impressions that customer opinion are valued which help to create better product and services.

2) Integrated Marketing :- Integrated Marketing

is an approach to create a unified and seamless experience for consumers to interact with the brand by designing all direct and communication in such way so that all work together as unified voice and creates coherent a story and focused brand image.

Exmpk:- Levi Strauss:- Documentaries about rebuilding effort in lockdown still town across multiple media sources made this campaign an integrated marketing gem. it was said Norman Rockwell stuff that struck a chord.

3) Internal Marketing :- These are two

type of customers ^{to buy} ~~should~~ the business:

Internal and External. While focusing on

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external customer should be top

priority for every business, internal

customer should not be left unnoticed

as these internal customers (employees)

play a vital role in marketing the

internal and products to the external

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④ Socially Responsible Marketing: The socially responsible marketing aspect of the marketing concept involves a broader concern of society at large. It requires the business to follow certain business ethics and focus on partnerships with philanthropic and community organizations.

A business is considered as a part of society and is required to serve the society.

Example: Recycling Packaging Materials that shows social awareness of social issues and



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Problem and clearly positions

at profits toward charitable groups

of efforts are example of social

responsibility marketing strategies.

Q:- Elaborate the article "Why Good
Leaders make bad Decisions"

Which uses three Major Concepts.

- (1) How the Brain Ties up
- (2) Reason the Real Why.
- (3) Take Guarding Against your Biases.

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How the Brain Works UP

The article is very consistent in delivering its message about what helps leads a

person take certain decisions. The two main

aspects behind the working of the human

being mind are pattern recognition and

emotional tagging. Pattern recognition is

basically identify and analyzing a person's

Past experience or judgments in order

to take new decisions by associating them.



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With his similar set of past end states which he might have encountered. The conscious mind of a person is only just the tip of the iceberg and most of the decisions are made sub-consciously through a person's perception of the situation and how to handle it based on his recognition of the patterns which he chooses to interpret and then leads to a conclusion and hence decision due to his emotional tagging.



Raising the bed flag: (a)

Red flags

we basically the patterns which are

perceived differently to as they actually

are and should be interpreted to

make a good decision. these are

these type of red flag which




can cloud a person judgment and

thus hamper his decision making process

The first and foremost of it is the

presence of an inappropriate ^{self} interest

interest in which a person get too much

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Ghoseeal with something. (1/6)

The secret factor of the secret

is the presence of a strong

attachment in which a person gets

too attached to a person, thing, or place

of iller.

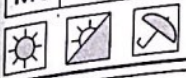
The mind and fine factor of the secret

is the presence of a strong

memory. It can make a person go

to a wrong path of the memory

being feel by the person sometimes



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which will eventually lead to make him take a wrong step towards a wrong direction.

Integrity against your biases.

it is in the human nature a form a negative or positive bias towards someone or something at some situation. it is pertinent that in order for a person to take a proper decision, he has to keep a part his biases and integrity apart so as to not affect his decision. For example it is very common that you form a bias

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with someone and take a proper decision

making to be taken involving him. The

decision of the person can be affected

as to favour him but any leader

should take a right decision

by safeguarding his own houses.

The people at right level should also play

their part when they give practice like such

happening and should play their due part by

putting pressure not even if he does not

like him.