

WHY CROATIAN CONSTRUCTION COMPANIES DO NOT IMPLEMENT A MARKETING CONCEPT? (14 pt bold)

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Abstract (12 pt bold)

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Market orientation primarily focuses on securing a permanent inflow of work and realising a profit for the company by satisfying the demands and needs of clients.

Present conditions in the Croatian construction industry are bad, as the result both of “transition illnesses” and the strong impact of the almost five-year-long defence war whose effects are still present in all segments of the economy. This motivated the authors to conduct an empirical study aimed at assessing the level of marketing in the Croatian construction industry. (12 pt)

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Keywords: marketing concept, construction industry (12 pt)

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Introduction

Please proceed with paper text according to instruction enclosed above.