

Theoretical and Methodological Foundations of Marketing Sustainability

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Abstract: The role of strategic management in the marketing activities of an industrial company is considered. The content of the marketing management construct is disclosed as the basis of modern strategic thinking. The definition of marketing sustainability (MS) is given; the indicators necessary for its quantitative assessment are given. It is substantiated that MS is the result of successful strategic management aimed at increasing competitiveness; has an impact on competitive positions, the variability of which depends on the communication mechanism for the implementation of business activities of an industrial company. The specificity of the formation of MS for the industrial market is determined.