

Territorial Marketing as a Tool to Overcome the "Underdevelopment Whirlpools": Prospective Directions and Experiences of Developing Countries

Authors : E. G. Popkova, I. A. Morozova, T. N. Litvinova

Abstract : As a result, numerous studies of economic systems the authors have identified and substantiated the existence of a "underdevelopment whirlpool" is a phenomenon of considerable differentiation level of economic development in developed and developing countries. This article reflects the relationship "underdevelopment whirlpools" marketing areas as a tool to overcome them. The article presents the author's recommendations for dealing with "underdevelopment whirlpools". Based on the experience of successful developing countries showing strong economic growth, the author analyzes possible future direction of overcoming the "underdevelopment whirlpools". The author details the aspect of increasing product through the positioning of the territory as a way out of the "underdevelopment whirlpools".

Keywords : underdevelopment whirlpool, developed countries, developing countries, disparities of economic growth, marketing territories

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