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HUMANE MARKETING, PEACE MARKETING AND REBRANDING MARKETING¹ Abstract According to humane marketing, the entire population of the Earth must be happy, content and even delighted, not only the clients of certain companies (as considered by the classical marketing). Therefore, from this viewing point, we are dealing with the necessary activity of rebranding the marketing itself. Humane marketing represents and concerns the entire economic system regarded from the point of view of the final result, seen by comparison to the happiness of the entire humanity. Humane marketing represents a new

concept, a new vision, a new way of seeing the relationship between the individual and the society he lives in. The essence of the concept (orientation) of humane marketing consists in identifying, anticipating and quantifying the needs and desires of humans and their satisfaction. Rebranding marketing will allow passing from a vicious marketing to a beneficial, humane marketing. We think that the society has reached a level of development which allows only one viable solution for evolution, namely to make a qualitative leap in the consciousness of the humanity, which should include, among others, the waiver of aggressive marketing made only in order to obtain profit, to the detriment of attaining human happiness, both individually and of the entire humanity. Key words: humane marketing, peace marketing, rebranding marketing JEL Classification: M30, M31, M39 1. Humane marketing and rebranding marketing Marketing - as being acknowledged – is a state of spirit. It is, of course, an attitude. It is a special way of seeing reality. Marketing can aim at promoting an idea, a concept. For instance, from a more comprehensive perspective, the promotion of the idea of peace, wealth and well-being. In marketing, is often said, that everything is related to client, to satisfying his needs and wishes. But, who is the most important client? Is the man himself? And, consequently, the essence of the concept of marketing (its orientation) is that to identify, anticipate and quantify the needs and desires of individuals and to satisfy them in a highest possible extent? Practically, the society would have to focus on the "humane economics", whose main purpose would be to satisfy the essential individual and social needs of all citizens of this planet. Could we talk about a humane marketing? About a marketing subordinated to humanist principles, beneficial and not evil, as often happens in our modern-day practice. In today's theories, marketing is situated between the two extreme positions: marketing as modern civilization saviour, namely as a manipulation and dehumanisation instrument of the anonymous consumer pushed to over- consumption. The humane marketing task would be to guide the society towards creating those products and services the people are attracted to, which are really necessary, and not, in any case, harmful. Marketing has a few simple rules. One could be conceived as follows: if you want to satisfy and draw people, you must determine their interests. What really interests them and not what you, as organisation, would like to interest them. And what is that people actually want? Perhaps happiness, well- being, health, joy? Therefore well-being, not products. 1 In making this article I have benefited from the outmost scientific contribution of the journalist Ion Nedelea People don't buy products; they acquire solutions for their problems. Therefore, a couple trying to buy an apartment, just wants to find a home where they can live humanly, in tranquillity and peace. Then, what's the point of chasing profits, if, once driven in this carrousel of material gain, we forget to live? People are conditioned form an early age to accept that: - They won't be happy unless they consume. The more they will consume, the happier they will be. - If they want to succeed in life, they need to be Machiavellian, to "walk on bodies" in order to get higher in the hierarchy. The absolute happiness is hold only by those we have power. - To focus on the professional and personal carrier, and not on making a family and to live peacefully and in understanding. In contrast with such perceptions, and, obviously, from a totally different perspective, a wise man from Nechit Monastery (Romania) taught the believers: even if we have ownership of our assets, we are not actually their owners for an eternity, but their only temporary users, because we are not taking them with us after passing into eternity. If the principles of marketing are not revised, we risk putting into question the long-term social well-being. It is necessary to give up exacerbating the pursuit of profit at any cost. People must be regarded as our fellow citizens, and not as potential clients at the expense of whom we expect profit. The marketers should cease treating people as "trainable animals" and would be better not to allocate considerable resources to research in the field of neuromarketing and to conceive consumer mass manipulation techniques. Otherwise, there are reliable premises to increasingly place ourselves in the space specific to a real.....dystopia. It is, however, inherent in the common sense, and not in a utopia, the idea that frank and open orientation towards solving people's problems is the key the humane marketing uses to open the gate to a better society. According to humane marketing, the entire population of the Earth must be happy, content and even delighted, not only the clients of certain companies (as considered by the classical marketing). Therefore, from this viewing point, we are dealing with the necessary activity of rebranding the marketing

itself. In this context, we can say that there should be no poor economies, to that extent that we would establish a humane marketing in the entire society. In this regard, we would have to start with the transformation of the educational system, which should focus on the innovative creativity of the children and on enhancing and stimulating their aptitude and qualities. The negative suggestions applied to the child enter directly into his emotional brain and programmes it for failure, mental suffering and behavioural disorders. The negative effects are even significantly higher when coming from a more important and credible person for the child. Parents who use expressions such "you are a quitter", "you are stupid" program their children's brain to failure and suffering. The quality of information, images, suggestions and rules that we fill our brain with, ensures its health and efficiency or, on the contrary, causes diseases and other negative effects. The old beliefs and educational practices have caused us to be programmed to mediocrity even starting from the school. Each child being born is a gift for the society. The state policies must be built around each individual. On the same level must be placed the society's leaders – as referred to in the Dacians customs- good and old people. The society which do not show respect for its mentors, teachers, wise men and which promotes only certain age groups, stimulating hypocrisy and mercantilism, cannot create values, ideas and disciples. As a result, one of the humane marketing components must be the personal marketing and the mental self-programming activity towards possible successes. In many cases, children are programmed by their parents, teachers, acquaintances.... To believe that they are regular, normal children, with no particular predispositions. Although programming young people was totally unintended, it had a devastating power. We all have dreams. Many give up on them, because they are programmed to believe that they lack what is needed to make their initial dreams come true. Humane marketing represents and concerns the entire economic system regarded from the point of view of the final result, seen by comparison to the happiness of the entire humanity. The concept of humane marketing requires for the leaders to analyse the entire process of decision making in terms of the consequences on all people who can be affected by the impact of taking certain measures. In this respect, it is necessary for the decision factors to take into consideration the necessities and aspirations of the entire population. Humane marketing represents a new concept, a new vision, a new way of seeing the relationship between the individual and the society he lives in. The essence of the concept (orientation) of humane marketing consists in identifying, anticipating and quantifying the needs and desires of humans and their satisfaction. Among the human needs and desires we can count that of peace. 2. Peace marketing and rebranding marketing

2 "The day two armies can destroy one another in the course of a second, there will be hope that all civilised nations will demobilise their forces and refrain from waging war."

Alfred Nobel The inner peace is the greatest wealth of a human being. If you get a world full of people with inner peace, then you would have a peaceful world. Essentially, Alfred Nobel thought that contentment is the only real wealth. As long as the man is content in knowing everything else outside him, he will never reach the things he aspires to: liberty, peace, happiness. Nikola Tesla considered that "peace can come only as a consequence of humanity enlightenment". On his turn,

7 Albert Einstein considered that "A new type of thinking is essential if mankind is to survive".

We cannot solve our problems with the same thinking we used when we created them". Martin Luther king Fr. Considered that

6 "Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that." Mahatma

Ghandi said

3 "Be the change that you wish to see in the world. Live as if you were to die tomorrow. Learn as if you were to live forever. Our life is

a continuous search for the truth". Extrapolating an idea from the philosophy of Confucius, "Nature resembles us, education distinguishes us", one can say that the principles of marketing should begin by establishing that there is no poor economics, but an economics not sufficiently promoted. The examples of wisdom and the above mentioned scattered quotations, non-aggregated in the light of an idea of construction/coherent argument in the field of peace marketing, essentially share a common element and namely the reference to the humanist values, to the interiority of the human being and to fundamental aspirations (at the same time, living and surviving conditions of the species). Associating this prestigious thoughts, without following strict requirements, could suggest even the stage of acquiring the right to existence and of implementing the concept in the (proximal) gender as a whole to which is subordinated (with some destabilizing temptations). Before acquiring the status of full acceptance and a systemic structure there is, probably, a long way to go. A relatively long way, despite the generosity of the meanings and its implications. Furthermore, after trying to define the concept of peace marketing, critics have also appeared, some of them very advised, which lead to the understanding of the importance of developing/clarifying the concept and its sustainable promotion. We would like to thank the critics for making us even more responsible in shaping, defining and delineating the concept proposed. The critics of this theory have focused on the idea that marketing must stay only in the sphere of the companies, products and sales and that is inappropriate to bring it in the public domain. An argument proposed by the sceptics was that the only alternative to counteract a potential conflict is to arm oneself. In their opinion, through a higher endowment of the army you can intimidate the bellicose impulses of possible enemies. Why rebranding marketing? Individual perception on the marketing is about the strategies and campaign which can influence the acquisition of a certain product and keeping clients on a certain market segment. And, therefore, marketing, as study discipline, appears as a way of influencing and programming the consumer in the direction wanted by the tenderers. As a result, the specialists in the field have set out the commercial sphere of the marketing from the social one. It is true that the scope of any trading activity is the profit. However, the obsessive orientation towards the increase in the profit and the desire to gain more and more, have modified, in time, the human behaviour, people being programmed by the society to believe (and to act as such) that the life model is that of trying to reach the top of the hierarchy by any means. Moreover, through a vicious marketing, people were psychically trained to accept, as previously mentioned, that the happiness can be attained only by overconsumption. As a result, rebranding marketing will allow passing from a vicious marketing to a beneficial, humane marketing. We think that the society has reached a level of development which allows only one viable solution for evolution, namely to make a qualitative leap in the consciousness of the humanity, which should include, among others, the waiver of aggressive marketing made only in order to obtain profit, to the detriment of attaining human happiness, both individually and of the entire humanity. The marketing coryphaeus, the great teacher and forerunner Ph. Kotler, says in an interview given in Bucharest: "The market changes. If the market changes, than the marketing should change too." (Ph. Kotler, Bucharest, June, 2005, TVR1, Word about facts, Min. 7:20). Although more than seven decades have passed since the Second World War, the biggest problem of the humanity is the poverty and, especially, the phenomenon called hunger. Moreover,

we can say, in addition to the constant character and the enhancement of the huge differences of life quality between different areas of the planet, and the migration of groups of people to Europe in their search for better lives, this phenomenon having an unprecedented dimension for the modern age, which proves that have arisen and persisted serious deficiencies of governance and implementation of government programs in the countries where the migrants come from, the armed conflicts between the internal forces or some uninspired or interventions or even of foreign interest constituting, without a doubts, the factor which has driven this phenomenon, giving it worrying proportions, beyond what never has to be forgotten: the loss of human lives. Let's not ignore, in the same global context, the threats (with dramatic results) of the terrorism, the new form of the evil which is difficult to deal with, in expansion on the continents. After the two world wars, there was the concern to establish peacekeeping bodies: the Nations' society in the inter-war period and the United Nations Organization after 1945. In the preamble of the Charter

4of the United Nations is mentioned: "We, the peoples of the United Nations, decided **to save** the future **generations** form **the scourge of war which, twice in**

a life time, caused great suffering to humanity,

1to reaffirm our **faith in** the **fundamental human rights, in the dignity and** value **of the human person, in** the **equal rights of men and women,** as well **of** the big **and small** nations, **to** create the **conditions** necessary to keep **justice and** the **respect for obligations** resulting **from treaties and other sources of international law, to promote** the **social progress and better** living conditions **in**

a greater

5freedom, and in **these** purposes **to practice tolerance and** to **live in peace, as good neighbours, to** join **our** forces **to maintain** the **international peace and security,**

to accept principles and to establish methods to guarantee that the military will be used only for common interest, to use the international institutions to promote economic and social progress of all people".

8(http://www.anr.gov.ro/docx/legislatie/internationala/Carta_Organizatiei_Natiunilor_Unite_ONU.pdf).

As a peace promotion instrument we must mention

9the Nobel Peace Prize. In 2014 **Kailash Satyarthi and Malala Yousafzai,**

received it in recognition for their sustainable efforts in promoting the Children's rights. Ellen Johnson

Sirleaf, Leyman Gbowee and Tawakkul Karman received the same prize in 2011 for "their non-violent fight for the safety of women and their right to fully participate in making peace". Mother Teresa established the order of the "Charity Missionaries" and received the Nobel peace prize in 1979. For more than 45 years, she care for the poor, sick, orphans and dying people, leading also the extension of the Charity missionaries, first in the entire India, then in the other countries. "Peace begins with a smile. Remember that the actions made of love are the actions of the peace. If there is no peace, it is because we have forgotten that we belong to each other....." (Mother Teresa). Even if we stop here with the examples of some names in the illustrious gallery of those who have well-deserved this prize, it is clear that the ideals they have devoted and their remarkable contributions illustrate widely known existential humanist values. In this sphere of ideas, aspirations and endeavours it is to be expected to include also the peace marketing. To the extent that it would become a distinct component of the marketing, it would be impossible to confuse it with what was called (somewhat oxymoronically) "the fight for peace", or with the simple peace militancy or propaganda. In order to achieve this, it needs conceptual clarifications, of stage identification and stage successions in conceiving the specific processes, etc. For the general marketing would be a chance that, through one of its branches, to involve companies with noble ideal and – why not? - to wash off the sins he is — rightfully or wrongfully — sometimes accused of. The concept of peace marketing will evolve in time. Today we find ourselves in the stage of peace marketing at the political level. The next step will be that of social peace marketing, and the final stage – the individual peace marketing (which will have as objective the soul peace). Who knows, maybe we will have to deal with the universal peace marketing. In the light of the foregoing, we hope to establish, that the right to hope and trust for the possible better won't be excluded from all these and the conviction that the peace, and good in general, can be established through will, perseverance, but also through scientific support.