

## NEW DIMENSIONS OF MARKETING AND THE ECONOMIC CONDITION OF THE COMPANY

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### ABSTRACT

Companies which use mechanisms of customer value management achieve a better economic condition (higher value) than those which do not. Customer value for the company is the best synthetic measure not only of the efficiency of investments on marketing activities, but also of the efficiency of all decisions concerning strategic and operational options, market segmentation and individual customers. The concept of customer value management is one of the most important areas of resource management in a modern enterprise. The contemporary competitive economy forces companies to create value for consumers, because the current and future value of enterprises must be estimated on the basis of customers' loyalty and profitability. The aim of this work is an attempt to show new areas (dimensions) of marketing in the context of building the value of a company.

**Keywords:** Management, value of company, knowledge, information, marketing.