



## A Framework for Marketing Management

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By Philip Kotler

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Marketing Image Framework. A company has not one, but many images, depending upon the specific object being studied, the public whose view is being assessed, and other conditions. Figure 2 lists the components that make up a company's image: factors—the company's controllable image mix elements; offerings—the particular objects being measured, such as brands, products, or services; and publics—the various constituencies whose perceptions the company would like to measure. Both marketing image and corporate image management aim to influence behavior in various publics. Marketing image management seeks to encourage customers to purchase the company's products and services and to recommend its products and services to others.