

# Summary

Ilona Papp

## **Services and privatisation from the viewpoint of enterprises**

By the end of the eighties Hungary not only lagged significantly and increasingly behind developed countries, but the third sector has developed slower than that of the economy as a whole. In addition the internal structure of the service sector was far from the appropriate structure for market economies.

István Szabó

## **Marketing coops in Hungarian agriculture?**

The significance and the position of Hungarian agriculture is widely known. In the past couple of years deep changes, mainly market and structural, took place. The dramatic collapse of the COMECON markets and the more rigorous demands of the substituting Western markets. The changes in ownership structure are significant following the changes in the economy. Agriculture should be developed towards market and consumer orientation. Marketing in agriculture is a special field as there are only few units able to perform marketing tasks individually. The main subject of this article is a well forgotten method, coop marketing.

Béla Szendy

## **Image analysis of the Forum of Quality Products**

Due to the variety and market range consumers demand information on quality ensuring the appropriate purchase of expensive products.

Éva Oleár

## **Politics as a product**

Notes to the question marks of political marketing

Just like in an economy where the development of a market economy requires the deployment of marketing methods, the marketing and advertising elements in politics started to play a more and more important role.

In a well operating representative democracy the election success of political parties largely depends on the image formed by society. Political forces usually do everything to develop the most appealing identity. All domestic parties and politicians have begun to seriously react to the demands of the society and have an urge to modify their style and behaviour if necessary.

Why is political marketing different from ordinary marketing?

My research is aimed at finding the answer to whether there is any parallel between the motivation factors to choose a product and a political party. What are the differences and the similarities between politics and economy in this sense?

Péter Kratochwill

## **Continuously controlled, high quality Hungarian products**

For years we have heard that when it comes to products quality is the most significant feature. Thousands of experts and dozens of professional associations have quality improvement as their main aim. And this is not a coincidence. A product could be sold once, but continuous market position is only secured with high quality products. The times when companies produced at least three types of products is over. (one for the COMECON markets, high quality for the West, and a somewhat lower quality for the domestic market)

## **Not with open arms...**

Hungarian agriculture and the EC

Zoltán Kiss, State Secretary of the Ministry of Agriculture gave an interview on the integration process of Hungarian agriculture into the EC. The inappropriate production structure and Hungarian business possibilities in the richest ministates of the world were also discussed during the interview.