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MARKETING HISTORICAL ANALOGIES EXEMPLIFIED BY IRAN’S HISTORY OF ECONOMICS

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Marketing assumes an ability of the company management to find out different analogies for their implementation into the marketing activity of the company [5]. The historical analogies have already turned into a particular professional interest of the marketers, an effective tool for business-forecasting and ready-made business strategies with some ensured results. The three traditional tools for managing people are implemented in marketing [6]. Actually there are hierarchy, culture and market. But the achieving goals by hierarchy assumes different punishments, that’s why it is to be a rare implemented tool. In contrast to it, culture is the most common tool for managing the consumers’ behavior. But it needs some time and in particular cases culture been grounded as a part of economic values may lead to the unexpected and revolution results. For example, there is a historical case exemplified by the Iranian history of economics. It can be discussed as analogy of marketing implementations of culture on the corporative strategy level of making strategy decisions. Persian revolutionaries rooted and inherited different economic branches and high growth economic rates since the Sassanian Empire (224 AD). Iran transformed from a small, predominantly agricultural economy into a modern mixed-centrally planned economy along with the world's second-largest petroleum reserves and a booming manufacturing sector. However, significant transformations regarding Iran's economy initially evolved during the Pahlavi Dynasty's monarchy (1925-1979). Reza Shah Pahlavi (reign, 1925-1941) developed the Iranian incomplete infrastructure, executed educational reforms, reformed the legal system, and mainly introduced modern industries. These factors increased Iran's economic evolution, internationally influenced social changes, and moderate political stability. Iran's main economic focus was on exporting agricultural products to reduce the country's dependence on importing from other countries.

Therefore, Iran established about 800 modern industrial plants. Later on, alterations in the legal system, tax structure, and trade policies drew domestic financial resources and gave rise to the appearance of a group of new, young entrepreneurs. The Shah himself invested in mining, construction, and the manufacturing sector occurred, and infrastructure investment

grew significantly. However, the industrial growth was imbalanced. Ninety percent of the labor forces made their living based on agriculture, which did not benefit from economic reform [1]. Nonetheless, the government managed these dilemmas by creating international trade using the foreign exchange control technique. Numerous new items were among the imported goods required by industries, such as the military, railroads, and other infrastructure investments. Additionally, traditional agricultural and industrial export products were replaced by oil exports [2]. With Reza Shah's abdication in 1941, his son Mohammad Reza Shah came into power. In the first half of Mohammad Reza Shah's rule (1921-1929), he was significantly devoted to building a new national state and providing the legal and political framework necessary for the proper functioning of a modern market economy [3]. He formed a national army, introduced conscription, and established social and economic infrastructures. Under his reign, Iran experienced over a decade of double-digit GDP growth, along with significant investments in military and infrastructure environments. The Shah also initiated the nationalization of forests and pastures, female suffrage, profit-sharing for industrial workers, privatization of state industries. He commenced on several necessary transportation and communication projects.

In 1951, Prime Minister Mosaddegh nationalized the Iranian oil industry. Great Britain responded with an oil embargo on Iran, and with the help of the United States, they promoted a successful overthrow against Mohammad Mosaddegh in 1953. After the western removal of the democratically elected government of Iran, during 1954-1960, rapid development in oil revenues and sustained western foreign aid led to more excellent investment and fast-paced economic growth, helping fuel the shah's ambitions to overtake the French and German economies [4]. In due course, inflation increased, the value of the national currency (rial) decreased, and a foreign-trade deficit developed [2]. Economic criticism helped jolt opposition to the monarchy and revolutionary leaders such as Ayatollah Ruhollah Khomeini to create the 1953 Iranian coup d'état and rule the minds of Iranian people using one of the most incredible managing tools – religion as a part of the cultural tool of management. This historical case can also exemplify as a marketing analogy with the situations when competitors may develop their own competitive marketing values among mutual consumers.

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