

# Developing a Philosophy of Marketing in Thessaloniki



The Chamber, through its North Greece branch, in association with the Interbalkan Institute for Economic and Educational Development, organized a presentation and discussion on "Developing a Philosophy of Marketing" with guest speakers Frank Louthan, President of High Mark Inc., and Joseph Mellichamp, Emeritus Professor of Management Science at Culverhouse College in Alabama.

The event took place May 2 at the Tiano Room at the U.S. Consulate General in Thessaloniki and was attended by a number of businesspeople and Chamber members.

The speakers provided an overview of the development of marketing from the industrial revolution onward and presented current marketing challenges faced by companies as well as methods to deal with them.