**Executive Summary**

**A Radical Agenda for Marketing Science: Represent the Marketing Concept!**

This article addresses the essential function of marketing as bridging the gap between production and consumption. Modern markets have separated producers and consumers, requiring marketing to restore communication and ensure that products serve users. Producers should, ideally, serve as an extension of the minds and bodies of consumers. The author firmly positions marketing upstream from production, selling, and consumption. She reinforces the marketing concept as a strategic element at the core of marketing’s function. As a result, marketing should focus on ongoing processes, focus on circumstances that result in wants and needs, and respond to those wants and needs.

**Key contributions:**

* Marketing is not selling
* The primary domain of marketing is “What should we offer to the market?”
* Marketing should serve as a link between producers and consumers
* Marketing belongs upstream of production and consumption, guiding what is being produced
* Marketing should serve ongoing processes, rather than trying to create new behaviors
* Marketing does not create demand

Fennell, G. (1987). A Radical Agenda for Marketing Science: Represent the Marketing Concept! In F. Furat, N. Dholakia, & R. Baggozzi (Eds.), Philosophical and-Radical Thought in Marketing. Lexington Books.