



CONSIDERAȚII TEORETICE ȘI PRACTICE PRIVIND
PROMOVAREA LAPTELUI ȘI A PRODUSELOR LACTATE
(STUDIU DE CAZ LA S.C. LACTIS S.A. IAȘI)
THEORETICAL CONSIDERATIONS AND PRACTICAL MILK AND
DAIRY PROMOTION (CASE STUDY IN SC LACTIS SA IASI)

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Within the frame of the marketing actions, the promoting of agricultural and food products, beside the products, the price and the distribution, represents a compulsory activity in the frame of the market economy. Based on the aspects and a case study, the authors proposed to tackle some theoretical and practical aspects concerning the promoting of milk and milk products.