

Peter Belohlavek

Unicist Marketing Mix



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Unicist Anthropology

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Peter Belohlavek

Unicist Marketing Mix

The ontology of the marketing mix

Peter Belohlavek

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The Unicist Approach

The unicist approach was developed to solve complex problems using a conceptual approach to describe the nature (ontology) of things.

This approach is based on more than 2000 researched conceptual structures that cover the following aspects:

- 1) Institutional evolution
- 2) Cultural scenarios (country and global scenarios)
- 3) Complex systems research
- 4) Learning ontology
- 5) Individual development

It integrates the complex system approach with an anthropological and with an ontological approach.

Unicist Approach to Complexity (an ontological approach)

The Unicist approach transforms complex problems into simple solutions, and these simple solutions into “easy” actions.

We define a complex system as an open system, which determines the functionality of a unified field through the conjunction of objects and/or subsystems.

A complex system has the following characteristics:

- 1) It is an open system, meaning that the energy flows to and from the system itself.

- 2) The external limits of the unified field (its globality) behave as the ones of a fuzzy conjoint.
- 3) Functionality is determined by the “conjunction” of elements that influence each other, generating “loops” of cause-effect relations.
- 4) The “disjunction” does not exist in a complex system.
- 5) The sum of the results of the subsystems is not equal to the result of the total complex system.
- 6) Relationships among subsystems are not linear; they respond to the double dialectics laws (purpose-antithesis / purpose-homeostasis).
- 7) Complex systems generate their own energy transformation using their own energy and the energy from the environment.
- 8) Complex systems are composed of subsystems, which are also composed of other subsystems, until reaching a descriptive level that is functional to their purposes.
- 9) Complex systems cannot be observed. The observer is part of the system.

“The Unicist Theory of Evolution”, the “Unicist Logic” and the “Logic of Fallacies and the Anti-concepts”, made the conceptual modeling and operation of complex systems possible.

Some examples of complex systems can be found in the social, economical, political and cultural aspects of reality as well as in management, marketing, strategy (of countries, institutions and individuals), learning processes, continuous improvement and interpersonal relations.

Transforming complex systems into simple systems is making them operational in a univocal way, with cause-effect relations that permit to influence the environment. This means transforming strategy, which, by definition, is a complex system, into operation tactics.

Transforming them into an easy task implies materializing these tactics through well defined actions, using a language that could be understood by all participants and the proper tools that could be used by all of them.

Nevertheless, even though we operate with simple solutions, in their essence, these problems remain complex.

What is the Unicist Anthropology?

The Unicist Anthropology is the scientific study of human behavior and the structural analysis of his deeds in order to forecast his evolution. It is an ontological approach to anthropology.

It surveys the evolution of Man as a species, as an individual; and the evolution of his institutions. It studies Man, his actions and his transcendence as “a unified field”.

Its main tool is the application of the Unicist Theory of Evolution, the Unicist Logic, and the laws of evolution of individuals, institutions and culture.

It studies the most intrinsic and extrinsic concepts that operate as “drivers” of cultures and individuals to use them as a basis for the causal-conceptual description of a reality in order to forecast it.

It conceptually structures taboos, myths and utopias that influence man’s actions.

Its main objective is to forecast the behavior of individuals, institutions and cultures so as to basically influence upon its evolution as of:

- The Collective Unconsciousness
- Languages
- Technology

- Ideologies
- Economic Structures
- Ownership
- Transcendence
- Taboos
- Utopias
- Myths
- Ethics
- Communities
- Social Capital
- Cooperation
- Business structures
- Governmental structures
- State Structures
- Leadership
- Marginality
- Power
- Pleasure
- Nourishment/Feeding
- Tools/Hardware
- Communication
- Work
- Knowledge
- Currency
- Money
- Added Value
- Appropriate Value
- Ideas
- Actions
- Conflicts
- Competitiveness
- Wars
- Social Structures
- Globalization
- Sex
- Assets
- Time management
- Family
- Health
- Art
- Aesthetics
- Clothing

The result of a Unicist Anthropological study is the actual scenario, the expected future scenario of a situation and the concepts that describe it.

It could be a cultural, institutional or individual scenario, or their integration.

Unicist Ontology

The unicist ontology describes the nature of ideas, facts, individuals and things, regarded from their essential, causative or functional (operational) aspects. In the short or long run, living beings and their deeds are consistent with their nature.

The unicist ontology erases the existent barrier between the human arbitrary division of philosophy, science and action, by defining concepts that integrate them in a unified field.

Approaching complex systems requires the knowledge of its ontology. The ontology of a certain reality is unique, since its essence (nature) is unique. Therefore, the existence of different “ontologies” for one functional reality is not possible.

By knowing the ontology of a complex system, the system becomes reasonable, comprehensible and provable, and therefore it could be approached in scientific and operational terms.

The Unicist Ontological approach implies the description of concepts that describe different “causative” levels.

In living beings, the concepts that define their nature are included within their biological system. On the other hand, external elements have extrinsic concepts, which are deposited by men.

When the ontology of a certain reality is apprehended, it describes the most basic human functionalities. This explains why these functionalities do not mutate but just evolve.

Operational concepts describe the functional aspects of a reality. Functional concepts describe the causative taxonomies of a reality. Essential concepts describe their essence in its oneness.

Ontological research requires a very high level of abstraction: Reasoning processes are used to approach the research of rational aspects. Emotions are used to approach the research of emotional aspects. Reflection is used to approach the research of ontological aspects.

The hypotheses proposed by any of these three types of researches are falsified measuring facts.

The unicist ontology is the integrating element of the unicist approach.

Complex systems are open systems that determine the functionality of a unified field through the “conjunction” of objects and/or sub-systems.

Unicist Anthropology is an ontological approach to anthropology. It integrates human behavior both in its individual and social aspects. It is the engine that impulses the development of men’s conceptual approach to reality.

Thus, the unicist ontology is an approach that sustains the management of complex problems by researching their conceptual structures.

The Natural Structure of the Marketing Mix

The objective of a marketing mix is to establish the successive or simultaneous actions to influence the consumer's or user's purchasing decision.

Whenever we define a marketing mix we need to understand the minimum steps to produce the critical mass in the purchasing process.

To accomplish the objectives at a minimum cost we need to know which actions influence the consumer's mind.

Only through the understanding of the purchaser's decision process one can think about the marketing mix. The knowledge of the marketing mix is basic to the planning of commercial actions.

Understanding the consumer is not easy; therefore we have developed an analysis process that seeks to understand the consumer's mind in order to influence it.

The variables that influence the consumer's mind were discovered long ago. Hence, the art of being able to influence on the other is as old as mankind itself.

To exert a legitimate action on the consumer it is necessary to do so in an ethical way. This approach came together with the understanding of the representative democracy.

What one institution promoting sales seeks is to meet a prospect's unfulfilled need. This requires a "profound democratic sense", unless one is willing to betray the client, in which case, this betrayal is paid for with market share.

Developing markets

Man is characterized by his capacity to “invent”.

But when one invents in the field of marketing, what is achieved, is the discovery of new ways to satisfy needs. New ways are invented, but needs are only stimulated.

Just like technology permits larger developments in the field of hard sciences, the behavioral sciences, among which marketing is included, increasingly fathom into Man’s essential habits, to influence him.

Modeling the field of marketing is quite new to mankind, it is less than one hundred years old, but we can already talk about a synthesis due to the high speed that the behavioral sciences have gained in this time period.

The hypothesis underlying the logic of markets is that these are not invented, they are discovered and stimulated.

This discovery is the marketing man’s task that begins with a very skillful synthetic understanding of the sales process. Otherwise, he runs the risk of inventing markets rather than discovering them.

In the worst situations “inventors” partly discover some segment and the market responds in a partial manner.

In this case men are doomed to failure, because they believe they have discovered what in fact was encountered by chance. The marketing cost and the cost measured in market share will be high.

Inventing markets is a very expensive process, with poor ethics and little rationality involved.

Discovering them allows the development of rational, ethical and efficient marketing.

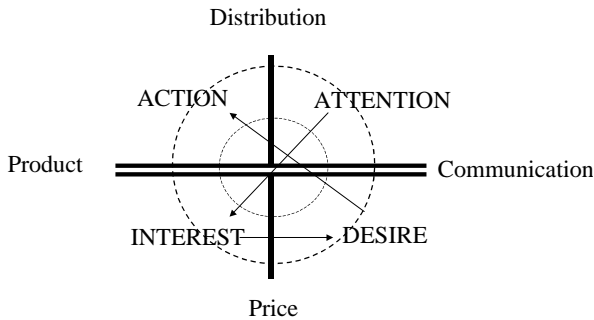
In order to introduce ourselves into the Marketing Mix we must first understand the natural structure of markets.

To do so we would like to begin by introducing the concept of “variables” managed in markets. Philip Kotler described them without giving them a logical sense. However, he did manage to perceive the essence of the Marketing Mix.

The variables are as follows:

- Distribution
- Product
- Communication
- Price

From a logical viewpoint we can group them as follows:



We will analyze the logical relationships of each of the components of the Marketing Mix.

Distribution

Distribution means bringing the product closer to the client. Distribution may be either physical or virtual. The goal of distribution is to bring the product or service close to the client to make it accessible.

Distribution has two components.

- The brand, that sustains the negotiating and commercialization freedom based on the brand attributes.
- The need. Distribution is more efficient and its sales closing is better if it satisfies the clients' needs.

Communication

Communication informs the client of the attributes or benefits a product or service has. Communication takes two different forms. We call it “Advertising” is the expansive aspect of communication.

Advertising is the element that draws client's attention. This call of attention bears a relationship with the interest intended to be aroused in the rational purchase, or the wish sought to be stimulated in the purchase by impulse.

In one case, Advertising targets on the prospect's left hemisphere, whilst in the other the right hemisphere is aimed at.

In the pleasure area, communication takes the form of promotion. Promotion is the path through which the product is somehow experienced so that the client may integrate it to his “belonging” without

having purchased it. Promotion, therefore, is possible when there is an interest in the product, or when dealing with products of a high instinctive (subliminal) content.

Product

Product, or service, is the element which satisfies the client's needs. The product or service generates two types of relationships with the prospect: a functional and a linking one.

The functional relationship refers to the product's use value. We call a product's usefulness the "use value".

The usefulness bears a relationship with its benefits measured both objectively and subjectively. The product's use value is fundamental to the purchasing decision process in its closing stage.

The link with the product is mainly defined by the complementarity between itself and the client. This complementary relationship may be of the personal or functional type.

The link is predominantly subjective in the former and objective in the latter. The link is the basis of the individual's interest in the product. Without a perceived link there is no interest.

Price

The price is a conditioning element to the purchase. In general, except for commodities, price only conditions but does not determine.

The monetary value of a given good or service, which includes the payment conditions, makes the good accessible or not, in accordance with the purchaser's income.

The price, by conditioning, determines if the product chosen, as first choice, is the one desired. Should it be inaccessible, the next one then replaces it and so on until the price barrier is overcome in operative terms, and the last stage in the purchasing action is reached.

The price is an element that on the one hand bears a priority relationship (correlation) with the value but on the other hand it primordially relates to opportunity.

The marketing mix is, in fact, the combination of elements that permit determining which actions have to be made to facilitate the development of the purchasing process in natural terms.

The more naturally the purchasing process is developed, the more economical the marketing is.

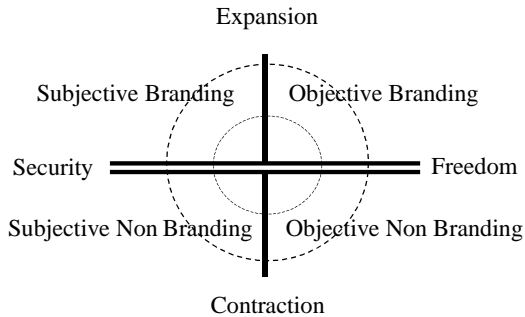
Different Markets require Different Marketing Mixes

To understand products and services, we analyze the difference in light of the level of ethics, differentiation and tangibility.

These differences materialize in the development of the structure of markets, which condition the marketing mix.

Considering the structure of markets according to their intrinsic rules, we will describe the four large market classifications that establish different marketing structures.

These are as follows:

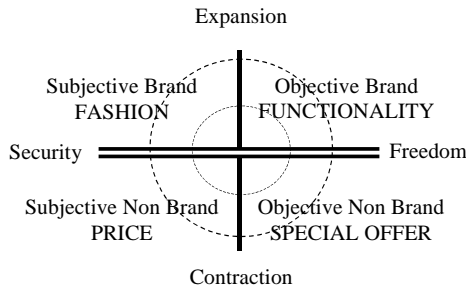


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This gives rise to four different concepts for each of the markets:

- Fashion
- Functionality
- Price
- Supply

Each of the markets mentioned above is predominantly sensitive to only one of the elements as follows:



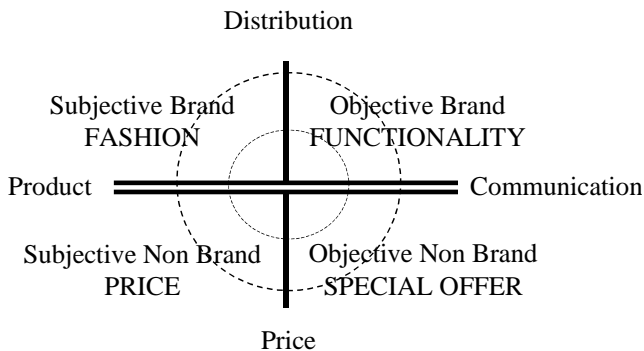
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The products or services categories that are sold are predominantly found in one of these segments.

Positioning in several markets at the same time takes place when there is a complete line of products which are complementary one to the other.

The other alternative is when there is more than one brand to sustain each of the markets.

The marketing mix is different depending on the market involved. By overlapping the original marketing mix matrix we may see which the resulting one is.



The Nature of Distribution

Distribution has the objective of bringing the product or service close to the customer, making it more accessible in concrete terms..

To organize the distribution of a product or service requires having a clear commercial mindset, without which it is impossible to understand a “distributor”. It is a generalized mistake to consider the distributors as mercenaries.

There is no marketing without distribution. It is the road to the customer. It is the way to facilitate the customer access.

In order to understand distribution one needs to understand “distributors”. In this regard, there are two decisions possible:

- Include the distributors in the organization
- Exclude the distributors from the organization

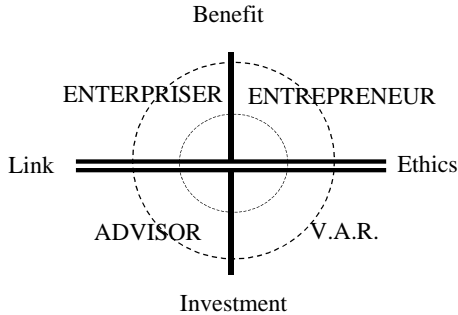
Those who include them in the organization need them to have the same ethics as that of the organization. It is the only way in which they can be included in the concept “we”.

Those that exclude them from the organization foster the existence of an ethics in the distributors’ organization different from that in the institution.

Any of the two concepts works. What matters is to be coherent in one of them. The two together cannot make it.

In order to understand distribution better we will model the logics of distribution, obviously, as seen from the distributor’s point of view.

Types of Distributors



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Distributors may be segmented on the basis of their business attitudes in light of the benefits they manage, the rules of the game (ethics) they play, the way in which they manage the links with their customers and the companies they represent as well as the investments they are willing to make to manage their business.

On the basis of these characteristics there are four types of distributors.

VAR – Value Added Retailer

It is the distributor that tends to sell its customers solutions. The added value may be committed from complementary services or products from the competition of any brand whatsoever.

When there are exclusivity agreements the VAR seeks to sell services that add on to his business.

VARs render services as of the use of a product of a given brand, providing solutions associated to the said ones.

VARs consider that the brands they distribute grant credibility to their solutions. Hence, they use “existing brands” to implement “new solutions”.

They tend to operate in an “artisan’s” way. They are efficient when the new technologies that the manufacturers offer them are necessary to better complete a final solution.

When the market is mature, the VARs only add value to special niches where they operate as implementers.

Advisor

It is the distributor that renders professional services associated with the products he/she sells. He/She can make a complementary business out of it or simply an added value to the product.

He/She is the one who technically manages the field of the products he/she sells and is constantly informed as to the breakthroughs in technologies. They are the most connected ones to their customers’ technical areas and their objective added value is high.

They have a high subjective added value inasmuch as they keep an objective opinion to the product they sell. Therefore, if faithful, they are so with the end customer/user.

When the brand they distribute is undoubtedly the best technical solution, they become its fans. They are not very active retailers but they are very good in the passive sale.

Businessman

They are the ones who manage distribution as an enterprise and not as an entrepreneurship. They have a business plan and a well-defined commercial and financial strategy.

They tend to manage significant quantities of a product and they may or may not also have a specialization per market.

They manage their relationship with customers very closely and have very rigid ethic that allows them to have a certain powerful brand image with their customers.

They are not opportunity seekers and when they design a pricing strategy they tend to be direct competitors of the other members in a given distribution network.

They frequently have special prices for bulk sales, which generate an important conflict with the distribution network.

Their operative capacity tends to make them get quite indebted with their suppliers and their payback capacity is therefore restricted to their collection capacity.

Entrepreneur

He is the market innovator, the one who likes new projects. He opens new markets, segments or niches. He is the pioneer who is constantly searching for business opportunities and finds pleasure in closing new deals.

He tends to have a very limited concept of a business structure and develops his activity predominantly on the basis of intuition and perception. He is a natural decision maker.

He is the natural distributor of new products if and when the brand is willing to finance him given that, because of his mental approach, he is not willing to run any financial risks. As a distributor he pays when he is paid to.

He is very reliable for commercial releases though not so much as far a financial compliance goes. His major risks lie in the projects that fail him.

Taxonomy to assemble a distribution network

Below we will describe the stages for the assembly of a distribution network on the basis of the natural sequences.

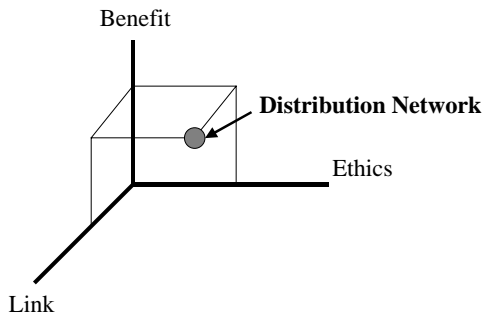
It is worth mentioning that the distribution stages tend to be permanently skipped because of the personal relations of the members of an institution with the market.

When a leap in the logical stages takes place, it generates an incidental, not-structured link, which only serves for a conjuncture.

Basically, the logic of distribution, as described earlier, is that of a “distributor”. “Distributors” place profits as a core value. When they do not do so, they are not retailers, sellers or traders and will be poor distributors.

This profit is legitimated with an ethics functional to the environment within which they act. Their power lies in the link they achieve with their customers and those they represent.

The logic described is as follows:



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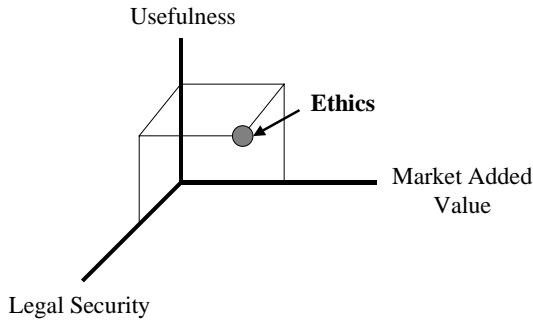
Any link with a retailer starts with the acceptance of the operative rules of the game, be them those of the brand, or those functional to the market regardless of the brand.

Then the link with the market makes the distributor access the ultimate goal, which is to “make money”.

In those non-for-profit institutions distributors are also retailers but the benefit they get is not measured in terms of money, instead, it is measured in terms of power.

Ethics

The structure of ethics is set by:



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The market added value is the beginning of any building of a given distribution network. There is no distribution network that does not begin by developing the value that is added to the market.

The value added at each of the categories of products can be different. Likewise, there are differences between markets. But the key lies in assembling the added value concept that allows for transculturalization.

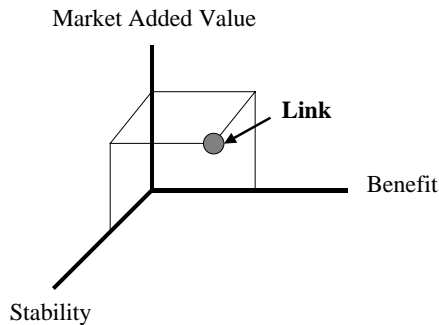
Once the added value is solved, the legal security is a primordial element to start a structured network. Those cultures in which legal security is low, distribution networks are incidental ones with high conjuncture content.

The core of ethics is set by its usefulness. A retailer's ethics is utilitarian, but usefulness is not only measured in terms of money. Usefulness is for the customer for its represented and for himself. The core value of ethics lies in this efficient combination.

Once the ethics stage is achieved construction of the link begins.

Link

The link is given by the subjective value added to the market, the benefit of the value added to the parties and its stability as a support of such added value.



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In order to build a link one must first give. When one gives, one receives, and if one does not receive spontaneously, then one charges for it.

The development of benefits for the distributor as a counterpart for his value added onto the market is key to support a link.

One links to add value. The one who adds value wins. Once the link is established, stability is of fundamental importance since it allows structuring a stable added value in time.

Once the linking structure stability is achieved the value added to the market stage commences. The value added to the market is what grants profound concreteness to the link.

The structuring of the added values is an element that includes the cost that such added values imply. Not always is there value without cost.

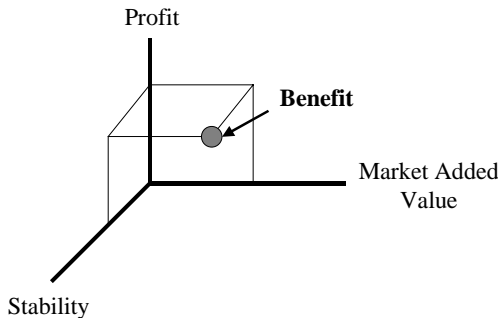
The link is what allows moving onto the following stage, which is the distributor's ultimate goal, the benefit.

Benefit

In order to structure the benefits one must think that the brand does not define its distributors' benefits. When it does, what it is looking for is employees or franchisees.

When the distribution network is made up of independent entrepreneurs, the key lies in that they may exercise their functions as such.

When a distribution network is structured what it really carried out is a forecasting of the benefits to ensure their attractiveness.



The first thing to ensure is the value added onto the market. This will help get the profit that the distributors seeking. At the same time it satisfies the customer's or prospect's demands.

After setting the shapes that the added value will adopt, it is essential to establish the added value's control management systems since these will constantly clash with the desire to make money.

Once the control management system is clarified and accepted, which implies that the distributor may win more, less or nothing (for losing its distribution), it becomes essential to establish the business rules.

The more formal the rules are the more efficient the distribution network will become.

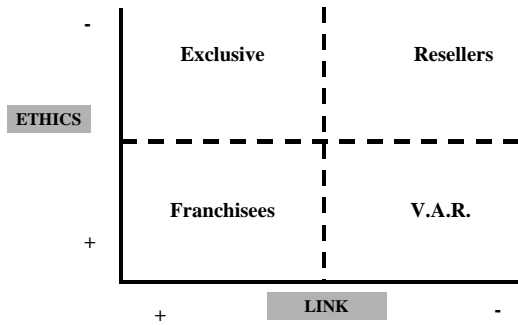
In individualistic cultures, where the value added to the market is the minimum necessary one to make a given maximum of money, stability is very low and the conflict within the distribution network is constant.

Last, making sure that the distributor can make much money is to confirm a stable distribution network structure.

To win or stop winning is the only ethics that retailers understand. Those not sharing this belief should not use distributors, they themselves should distribute.

Summary

As a result of what was described above we can summarize four different strategies for distribution.



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VAR – Value Added Retailer –

This is the strategy used by artisans selling end solutions to insert the product they are seeking to distribute within their solution.

Thus, a synergic path is developed together with the sale of solutions. This leads to succeed in making the product known in many places because it makes use of the existing network of users of the preexisting products.

There are categories of products that are not susceptible to the use of such structure. They structure on the ethics of the artisanship.

Franchisees

When the link and ethics are very strong the relationship established includes the distributor within the organization. In this case we are within what we call franchises, whether they match the rules regulating such or not.

The franchise is a highly reliable network that must be supplied with marketing and with a brand for it to operate.

It tends to be operated passively on the basis of the market and its added value is its loyalty toward the product inasmuch as its profitability goals are met.

They are the ones seeking to be less independent while looking for the “haven” of depending on a link, a brand or ethics.

Exclusive

The acceptance of different ethics allows establishing stable business relationships of the exclusive type.

The exclusive distributor has a strong link as a result of the value added onto the market. His relationship with a brand does not include a direct competition against it.

The security of such link makes that all distributors clearly understand that exclusivity is good business. Exclusivity implies the permanent reinforcement of the link in all its components.

Resellers

Resellers exist when the links are weak and ethics are different. All the supermarket networks, hypermarkets, shopping malls and so on are but forms that resellers adopt.

The reseller’s business is measured in terms of benefit. Resellers tend to use brands making them compete one with the other to maximize benefits.

Prices and payment conditions are resellers' natural strategies. They tend to "commoditize" all products. It is a bulk business where profits are made through purchase.

That is why the resellers are great allies if and when they can make a large volume strategy but become enemies when the strategy sought is that of differentiation.

Conclusion

To build an efficient distribution network is what facilitates closing sales. Just like communication opens sales, distribution closes them.

Those having a natural commercial mindset will be able to build a network spontaneously.

Those who are not natural distributors will have to be particularly careful not to establish conditions that the distribution is unable to comply with.

The business is not stating something which cannot be met; the business is stating what naturally works.

The statement, in this case, merely legalizes what is legitimate per se. This is what the organization of a distribution is based on.

The Nature of Advertising

Before developing the advertising concept we would like to clarify that communicating is and will remain an art in itself.

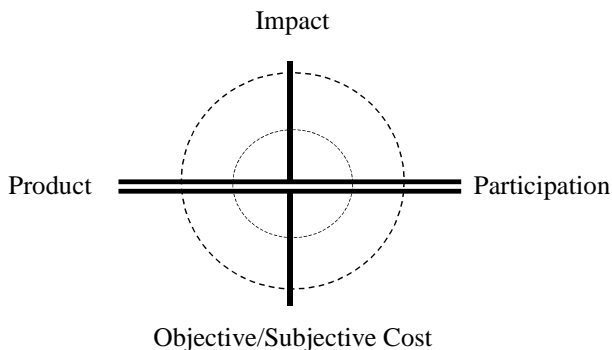
There is no possibility to synthesize advertising in concepts and expect that these may help make one. The dose of creativity is what makes the difference.

What this analysis allows you to have is a control management system to make such advertising effective; that it gives results.

Advertising is the act of communicating using the different means that range from word of mouth to the most virtual means that can be conceived of in order to influence a prospect's behavior.

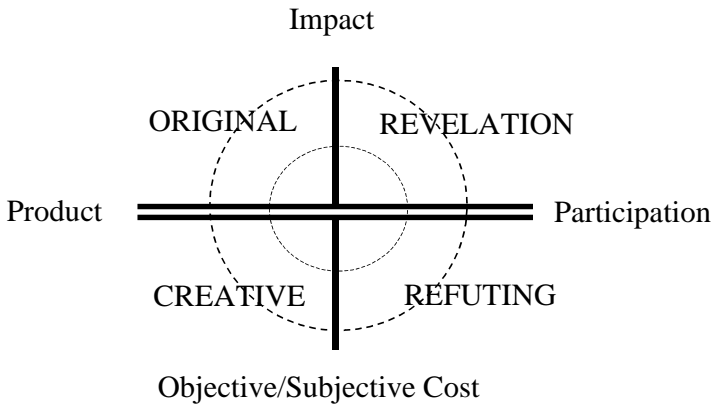
It is the first step in the selling process, which consists in drawing the attention to arouse an individual's interest in something.

The modeling of this may be synthesized as follows:



Using logical terms, advertising appears conceptualized as the act in which, interest in a given product is achieved through an impact, along with the participation of the prospect, through the communication of the product or service.

This conceptualization brings about the static description of advertising in its different categories.



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Refuting Advertising

We call refuting advertising to the one disclosing utopias from the objective public without mystifying the message, unveiling the core value that the prospect seeks.

Refuting advertising carries a high subjective cost for the recipient. This advertising imposes the recipient's participation.

Creative Advertising

We call creative advertising to that relating an individual's unconscious or subconscious elements in a work of art.

It communicates by arousing emotions in an individual, establishing a link between the individual and the product. Creativity is the element that calls attention to the product or service.

Original Advertising

We call original advertising to the one using “the other side of the product; its characteristics embedded in its benefits” to communicate with the objective public.

What determines its success is the originality of the message. This type of advertising gives rise to new segments since it produces a different outlook of the product.

Revelation Advertising

It is the one that uses half the message to communicate with the objective public. It is an “advertising piece” that basically communicates the myth regarding a product but using synthetic, ambiguous language, which makes the receiver want to discover the product or service.

There are revelations dilated in time or of a sole action. The first are the ones that seek to generate an interrogation on the new product. The ones of a sole action are the ones that lead the individual to complete the idea, image or concept seeking that it is completely discovered.

A successful advertising tends to use different possible aspects of the communication mix in the same campaign. The art of integrating them without contradicting allows that one communication object can access different segments.

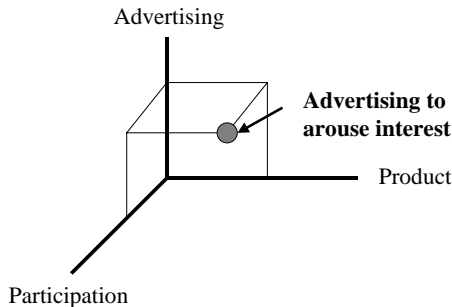
Integral communication is the one permitting each segment to identify itself with the message included.

But this message must have such a level of ambiguity that it allows that each segment project its own needs while introjecting the benefits set from it.

These are the advertising campaigns that permit generating an association of a brand with the category of the product involved.

When this is not possible, a segmented advertising is the safest one.

Advertising as a means to arouse interest



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This is the opening of the advertising matrix seen as of the one doing it, that is, from the one who is trying to arouse the interest in the

product. The goal is to develop a natural path that leads the individual into feeling interest in the product.

Product

Everything begins with the product. Aesthetics is fundamental in order to communicate the product, which by then represents the possibility to satisfy something that the prospect still considers a utopia. “Beauty sells, ugliness does not”.

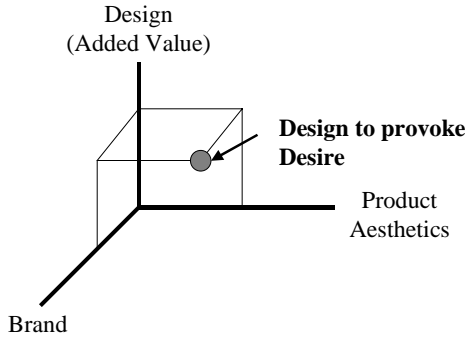
The aesthetics of the product is essential for man to associate it to his utopia. That is why it is essential to manage to get immediate credibility.

This is granted by the brand. What we are saying is that a product that satisfies a client’s utopia is only believable if there is a brand backing it.

Last, once an aesthetic presentation is achieved and backed by a brand, the design as far as added value is what integrates a product’s functional concept.

Design is an art, but using it in terms of “advertising” is giving it a shape that allows the individual to think he can reach the goals he is seeking to meet.

The design introduced in terms of added value allows, through the resources used, to make a product desirable as far as aesthetics goes, and on the basis of the brand backing it.



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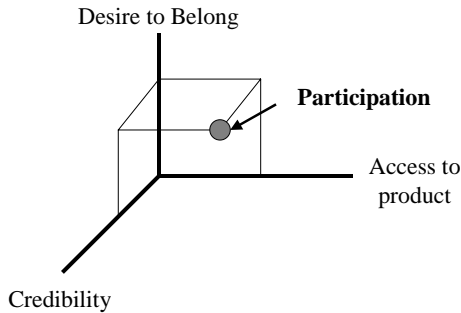
Prospect's participation

Advertising works when the individual integrates it to his mind, finding in it that which allows him to satisfy his desires.

This is what we call participation. It is what enables the integration of the product and the impact action that naturally bring about rejection.

In order to stop this rejection from acting it is necessary to have a prior high level of participation. In this way rejection turns into something acceptable.

Participation is described by the possibility of accessing the product, the credibility of the message and the desire to integrate with it, of possessing it.



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Is it for me?
What will they say if I have it?
Will I be able to use it?
Does it exceed my possibilities?

This accessibility needs to be presented in a way as to make the prospect feel that all questions are answered affirmatively.

Compulsive buyers with great purchasing power do not pose these questions. They pose others related to the inner needs that are sought to be satisfied through external elements.

If accessibility is solved positively, doubt assaults the prospect's mind. This is an element that is satisfied by the credibility of the message, which must include all the elements to beat the individuals' doubt. If there is faith there are no doubts.

When there is trust doubts are minimized. Therefore, what is expected is that the message will generate the recipient's trust.

Once the credibility issue is solved the need to “belong” or to “have” the good or service is born.

The participating action development begins when this desire is achieved.

Participating is, as mentioned earlier, feeling that the product or service is accessible, reliable, and that I want to make it mine or become part of it.

Impact as an advertising driver

The product satisfies the customer’s utopia, participation satisfies the myths in accordance with the product at stake, but the impact is what endows the advertising with sense.

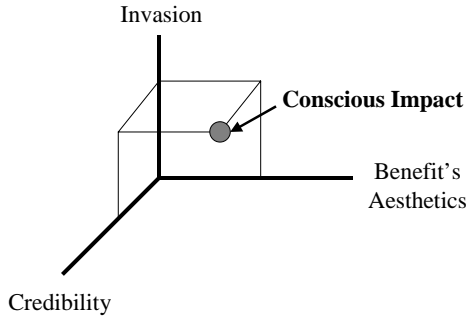
There are two impacts:

- The conscious one
- The subliminal one

The conscious impact

To achieve the impact is to “invade” the individual’s mind with a message that is aesthetic, pursuant the benefits obtained, credible and which generates a new idea (associated with the preexisting ones).

Impact, indeed, is to bring about a new conscious idea in the individual, for which it is necessary to show the aesthetics of benefits, uphold it (the new idea) with a believable message and “invade” the buyer’s mind with the new idea that gives him/her the added value he/she is looking for.



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This conjunction of elements produces the impact of arousing the individual's interest. There is no possibility to achieve an adequate advertising if all the elements are not conjugated in the individual's mind and his/her interest is aroused.

Subliminal impact

Subliminal is what we call any message that is not consciously perceived by the individual but that makes him/her operate pursuant to it.

In the word of mouth communication, the subliminal elements are natural since they respond to the instinctive needs that embody actions that bear influence on the other.

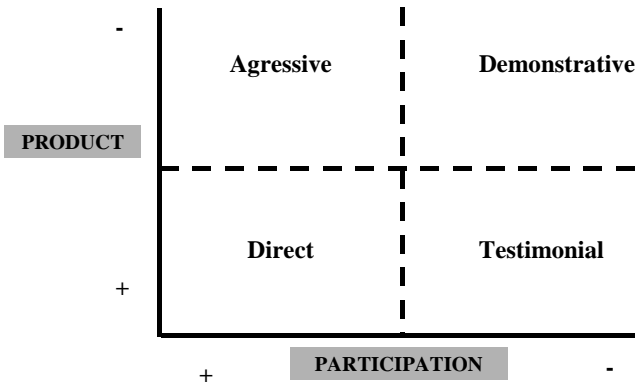
The subliminal advertising appears as ethically prohibited because the buyer cannot defend himself/herself from it.

But let us remember that, since instincts play a role in all human actions, there is no advertising that does not include subliminal elements.

The key lies in being aware of them and in learning of their effects on the other. However, beware that when measuring impact in advertising there is no way to measure the subliminal one, which is the most influential.

Synthesis

It can be inferred from above that there are four different types of advertising necessary for the different degrees of product differentiation and participation:



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Testimonial

We name testimonial to any advertising made by the same products users in all their forms.

Direct

Direct advertising is that which, due to the strong desire to belong and the differentiation perceived from the product's added value induces to the direct purchase without going into the step of arousing the buyer's interest.

Aggressive

We call aggressive to the advertising that seeks to generate an empty space in the prospect's mind, whether because the product is completely new or because the market is a mature one with few technological options.

Demonstrative

We call demonstrative to the advertising that attempts that the individual experience the product even if that were in a virtual way. In this way the "use" of the product or service is the interest that is aroused through an "experience"

Conclusion

We must admit that the possibility of developing each one of these advertisements depends much on the communicator's personality.

We all tend to communicate pursuant our own image. Hence the creative manager that develops the campaign will only be able to do so as of his/her own beliefs and experiences.

That is why it is necessary to have different creative specialists for different advertisements.

The Nature of Promotion

To promote is to manage to make an individual experience a product in such a way that he/she would desire it and be able to close a sales process.

It is usual to see how a promotion is used to open a sales process, as a means of communicating the advertising.

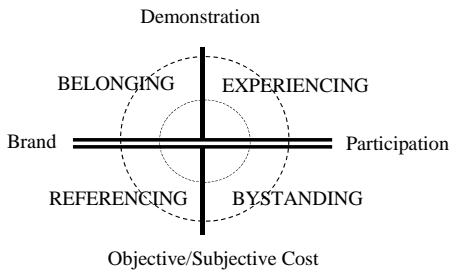
Even when that is evidently useful, especially when addressing highly segmented publics where the cost of traditional means of advertising is too high or inefficient to use.

Promotion of this kind responds to the rules and the logic of advertising.

Promotion, itself, is the process within which an individual experiences a given demonstration of a product, within a high level of participation, with a low risk of personal commitment and backed by a brand functional to the product.

The explicit objective of such promotion is that of making that the prospect becomes, even if temporarily, an actual customer.

We have modeled promotion in logical terms as follows:



Bystanding Activity

Bystanding is the least committed method of promotion and one of the most used ones especially in fairs and exhibitions.

It allows for a development without commitment on behalf of the bystander so that any action is made, participating, clapping, whistling, shouting, or being silent, without it implying any obligation whatsoever.

It is the natural path for those products for external use whose benefits may be appreciated just by looking. It is the necessary path as well in those cultures fearful of making themselves a nuisance.

The greater difficulty lies in that there is no experiencing of the utopic aspects functional to the product or service.

Reference Activity

Another path for demonstration is the use of reference activities to get a product associated with its values.

The key to these promotion activities is the synergy of brands between one's own and that of the reference activity.

These (brands) need to be antithetic so that the objectives of associating both activities are fulfilled.

In the reference activity, since it is not natural to the participant, the individual mostly acts as an observer. Here brands potentate one another.

Belonging Activity

As with all the reference activities, but when the power of one's own brand is great, the activity of belonging makes the individual experience as of his active participation.

In activities of "belonging" the product or service is of outmost importance. If this is not possible then there is no promotion.

Experiential Activity

The experiential activity is promotion at its maximum. It is the promotion per excellence, where the individual participates in experiencing the product, which makes him, temporarily, the user of such product.

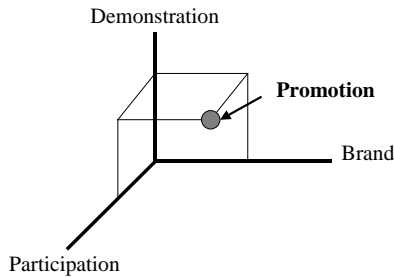
When this level of promotion is reached, a high percentage of sales closings may be achieved in the promotion itself. It requires a brand with a high ethical content (utopic) and a very pleasant experience.

Logic of the promotion in action

The well-achieved promotion is an incidental activity and is therefore an activity that is set within a high degree of freedom, which poses great difficulties to operate with "minimum strategies".

The "minimum" (one) depends on the individual experiencing the promotion and therefore, the only thing the organizer can do is to do it right and lie waiting for the opportunity to close a deal.

Promotion, in expansive terms, implies:



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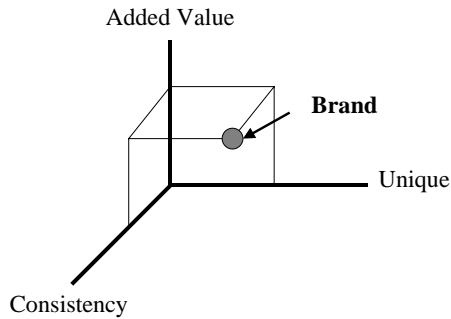
That is to say that the promotion is a demonstration, backed by a brand with a high degree of participation on behalf of the individual.

Promotion implies experience and participation so that the individual becomes the user of such product or service.

Promotion Taxonomy

Brand

Everything begins as of the brand. We will only synthesize the fundamental components of the brand concept.



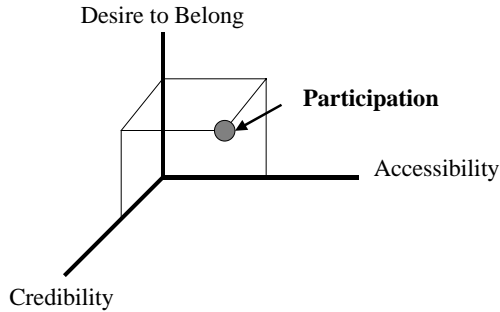
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The adequate starting point for a promotion is when a given brand has such an implicit added value that it becomes functional to the use value that one seeks to allocate onto the product, it is unique in its genre, consistent, and reliable to the buyer.

There are no promotions without a brand. They are publicities through real actions or sale of commodities.

Participation

Participation is the core element that supports any promotion. Getting gifts is not participating. The logic of participation is as follows:



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The participation implies a desire to belong, to integrate a given activity. This desire, however, generates in itself, that which starts the participation process: accessibility.

When the desire to participate is big the natural fear of not being able to access the activity arises.

Whether it is the fear of making a nuisance of oneself, fear of failure, of individual difficulties or preconceptions, man needs to open up and sum up courage to start the promotion process. The promoter's task is to influence on this.

Once the goal of accessing is achieved, the level of credibility of such activity drops. He/she is already in.

That is why participation's second phase is credibility. Credibility is given by a set of elements that make up a promotion activity.

Credibility is the subtle combination of utopias and myths that surround the activity, avoiding the taboo areas, to manage to get men operating in an environment-adapted manner.

Once the credibility is reached the desire to belong is given free rein, which is the centerpiece of participation.

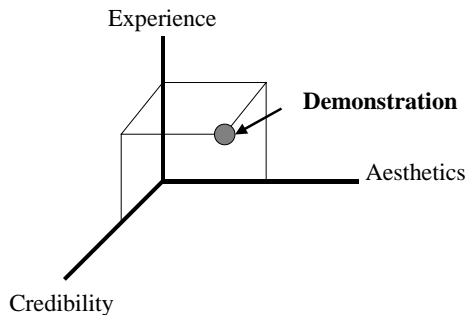
When the barriers to access are lifted and there is an adequate credibility, then belonging becomes the desired goal.

To belong is to incorporate the experience of the product to the concept “our” or “us”. That is why it is so difficult to make a real individual-participating-demonstration work in highly individualistic cultures.

Demonstration

Demonstration is the central value of any promotion. This demonstration has the aim of making the product or service become part of the individual’s life to the extent that he/she would need it thereafter.

The logic of a demonstration is as follows:



Ugliness does not sell and what is ugly is not sold. What one person considers ugly may be beautiful to another. Aesthetics is the starting point for a demonstration effect.

There is no possibility to find people who are consciously willing to experience ugly things. If aesthetics is solved adequately, beauty takes value away from its essence.

People think that when something is externally beautiful, it is empty inside. Credibility, as dealt with herein, is that of good. What is beautiful and good is perceived as almost being a utopia.

Once the perception of a pleasant experience of a good/positive thing is achieved, permission to experience it as such is granted. Once achieved, then the promotion will have closed its cycle.

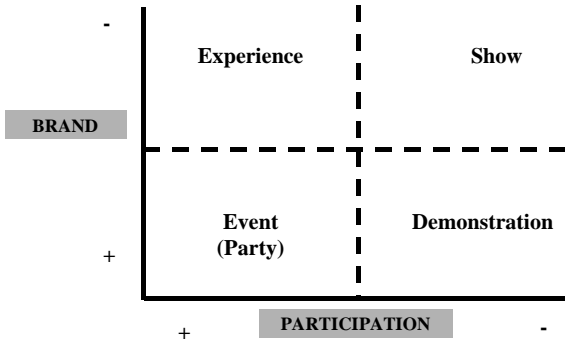
Who wouldn't buy some branded product he/she would like to have, which is nice and good? If this combination is accomplished, then the end goal of the promotion will have been reached.

Synthesis

It may be inferred from what was stated before that there are four different types of promotions:

The Demonstration

It is the least committed of all promotions in which an individual participates in an activity developed by a third party and in which the former attends as a participating observer. The demonstration also includes the participation as a "passenger" of a given activity though never as a driver. The demonstration works well when the brand is a very powerful one and the credibility that the product enjoys is very high.



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The Event Party

The event party is a demonstration element in which an event is generated for people to participate in an atmosphere of a low objective commitment but with a high subjective content.

The event party implies a very subjective experiencing of a product or service that is being promoted, as well as a very powerful link situation. It is the relationship with the most subjective elements of a brand.

The Experience

When the brand has a mean value and does not determine a purchasing action, the experience is the natural path for the individual to prioritize the product or service functional aspects.

There is no way to achieve that individuals with a high preconception dose participate in experiences. It is fundamental that the experience be the result of an individual's need.

Therefore, the experience strategy is fundamental for products of a mean brand and for innovating products (where the brand, regardless of its power, is not enough)

Experience implies the scale repetition of the product benefits in such a way that the prospect "takes it with him/her".

The Show

When the brand is not very powerful and natural participation of a given culture is low there is no alternative left but to organize a "Product-Show" as a way to promote.

The show is, no doubt, the most expensive and inefficient of all promotions, since it turns the prospect into a mere spectator, not even a bystander.

That is why an organization of this type of promotion poses the establishment of an intermediate stage for the final demonstration.

When there are only shows the results are but merely ephemeral. An additional path is required that makes those who have enjoyed the show participate in promotion or demonstration activities calling for larger commitment.

Conclusion

Much like advertising subjectively opens the marketing process, promotion closes it. It is fundamental in all cases to manage to make

both processes respond to a same communicational structure of brand and product values.

When this is so and the two subjective ends are covered the product becomes the main actor. If the product works and the communicational tasks are well carried out, success is secured.

The Nature of the Link

The first stage of the process happens because of the interest that an individual has in a product.

Even in the case of essentially functional products, where the values attributed are mainly objective ones and what is subjective appears to be a mere complement.

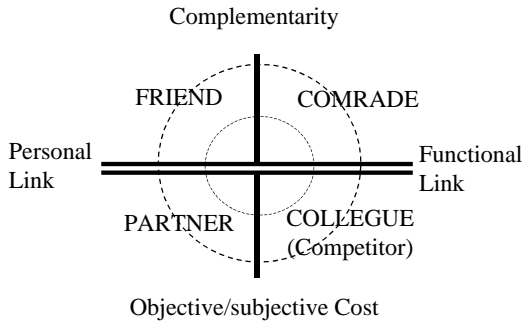
The first stage of the purchasing process goes through a high subjective-content complementarity with the product.

We call this subjective relationship between a product and a prospect the nature of the link.

The prospect's attention arousal is the process which is sought in the initial link, so that the prospect places a set of subjective virtues, connected with some solution he/she is looking for or with a need, on the product, hence depositing an important dose of illusion on the product.

The nature of the link shows a set of types of links that define the segments to communicate.

What determines the link between a prospect and a product is the complementarity that there is between the need of the prospect and the benefits of such product.



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On the other hand, there is the personal link that the customer gets through the integration of the product to the solution to his/her needs. Finally there is the functional value for the problem sought to be solved or the need sought to be satisfied.

The objective/subjective cost plays a significant role for the segments that lie closer to the salesperson, that is, his/her colleagues and partners.

The segments that establish the link between the product and man are the ones that have been indicated in the graphic and briefly described below.

Colleague

The colleague is the person who establishes a relationship of competition with the product and therefore tends to avoid developing a personal commitment with it; he/she simply seeks its functional usefulness and assesses the objective/subjective cost in detail hence

rejecting the link in light of any suspicion that the proposal might pose.

Only an alliance allows him/her to overcome the obstacle-link with the colleagues segment. A colleague is not necessarily the supplier of the same thing but an individual who thinks he/she is at the same position than the one selling as far as knowledge of the product.

Partner

He/she is the individual seeking to connect himself/herself with the products by acting as the seller's partner. He/She is the one seeking to share the benefits of the links set.

The partner sets very close personal relationships and through them obtains a very powerful linked society, which includes the supplier, the product and himself/herself.

He/She considers that without him/her there would be no chances of a link with the product. The buyer seeks to be associated with high reference values that would permit him/her to set a prestigious personal link.

Friend

It is the segment that links with the salesman's persona as far as affection, since the product complementarity is a core element beyond discussion to him.

He seeks a friend-link as complementarity, which, if established, lubricates the relationship between the product and him.

He tends to be domineering so that there is always the risk that he might feel betrayed by the commercial preferences of his other “friend”. Friends are unique and should be treated as such.

Comrade

Comrade is the individual who belongs to the same group of cronies.

The comrade segment is the one that defines the relationship with the product with a high level of objectivity since comradeship is a utopia upholding the subjective, preserving a functional-type of discussion.

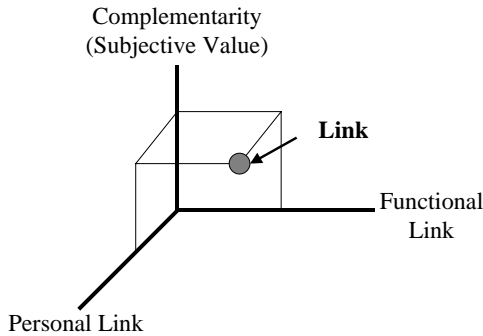
The comrade is an individual who sets links as of what is personal, but as a filter. Then his reasoning tends to a functional objectivity and a complementarity of the solution to his problem.

Taxonomy of the link management

The link is the first step in which the individual feels interested in a product.

That is why it is very important that the first approach be a functional one, the second, a personal one and only then may the complementarity regarding the subjective value with the product appear.

The logic describing it is as follows:



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In order to enter the process development stages we will start by establishing the logic of the functional link.

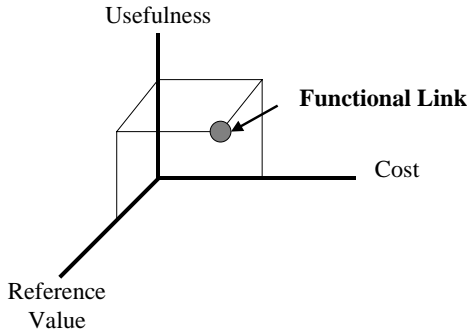
Functional Link

The functional link has, in objective terms, the product usefulness as its core value; the verbal function is the cost, which integrates through the reference value with which the usefulness is compared.

In a functional link the first thing to be avoided is the existence of a cost veto.

The cost should bear proportion with the usefulness, but in the link that the individual keeps in his mind all cost barriers should be avoided.

Hence, if the logic is modeled:



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Supposing that there is no prejudice regarding the cost, the buyer seeks to compare the proposal with a reference value.

Therefore, the product that is analyzed must have a reference value high enough to assure that the proposal continues being the first choice.

Establishment of the reference value is of utmost importance to the development of market interest. Once the stage of arousing interest as of the reference categorization is achieved, the last stage of the development of the functional link begins.

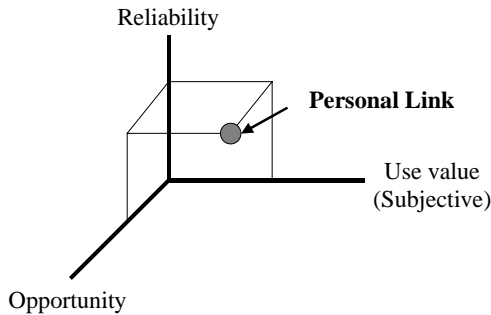
Usefulness is the goal that any functional link has. Products or service usefulness is used by the functional link to awaken interest in a product or service. The usefulness is the link's objective element which, paradoxically, is mainly "subjective".

Personal Link

The personal link is a balancing element when trying to summon interest in the product.

It seeks to establish a relationship of personal trustworthiness regarding the subjective value of the product use, knowing that the offerer will only propose something appropriate to the buyer's needs.

The logic that synthesizes these personal links is as follows:



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In order to establish a personal link, it is necessary that the prospect find the use value that the product has for his/her decision or personal action.

Once he/she finds it the entrance barrier is raised and the following step to come is the opportunity to buy.

Offering something that is not necessary is a betrayal of a personal link. Thus, it is fundamental that the opportunity be the right one for the customer.

Finding the opportunity is, therefore, a task to be carried out before making a proposal. It is not possible to act out of the blue.

The personal link closes when the level of personal trust of what one proposes is reached. It is important to bear in mind that it is “weakness what holds people together”, not strength.

This is particularly true when developing direct marketing strategies or object driven marketing; it becomes difficult to generate the appropriate reliability.

Reliability stems from sharing interests in common and from the institutional transparency, that of the person and of the proposals.

There are cultures that are geared toward the lack of truth, in which case the friendship and family links make up for the lack of transparency in action.

Once the reliability stage is accomplished the personal relationship generation cycle is ended.

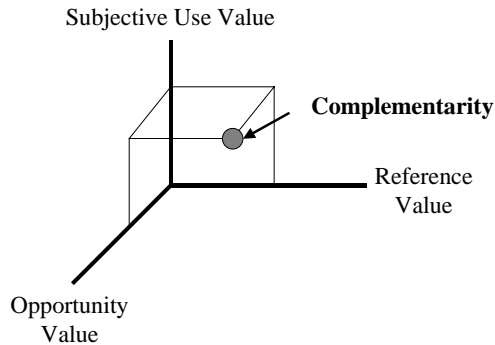
Complementarity

Complementarity is the last stage to cover in order to establish a link. It is the close-up.

If there is an adequate functional relationship and the personal link is a good one, it is enough to have complementarity for the link to be structurally established.

Complementarity is the conjunction of the reference value, a high opportunity value, which implies satisfying ‘today’ needs, in addition to an adequate subjective use value.

It may be described as follows:



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The reference value is also a product categorizer, a filter to evaluate its cost a priori. When the cost does not exceed that of the reference category, then the access barriers are overcome.

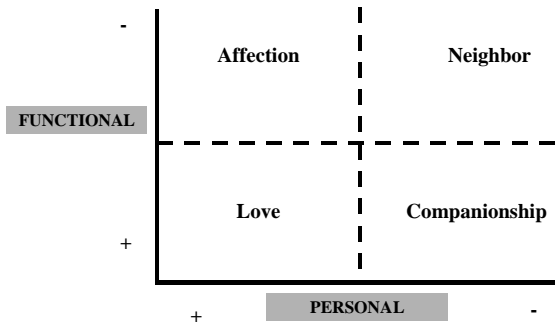
The opportunity value defines the product's real complementarity since what is not viewed as a need today, does not exist.

The subjective use value is the value that the buyer assigns to the product usefulness. Institutional and personal interests are mixed up here.

This leads into defining that there is a link established only when a bridge is found between the institutional and the buyer's personal interests.

Synthesis

It can be inferred from above that there are four types of links established between the product and the prospect.



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Companionship-Type Link

When the link has a high functionality dose but generates little affection on the buyer, a companionship link is established with the product.

This link happens when the product fulfills the function of collaboration with the buyer. Tractors, computers, work tools are products that tend to establish a companionship relationship with those that operate them.

Love-Type Link

When the doses of personal and functional link are high a symbiosis takes place between the product and man.

We call this love. The same computer that generates a companionship link with any professional, with a programmer it tends to form a symbiotic relationship with high love content.

Likewise, the love link generates a paradoxical situation when it moves onto treason, when the competition is functionally much better.

Affection-Type Link

When the personal link is very high but the functional one is barely sufficient to establish interest in the product an affective link may be achieved. When a personal relation sustains the value of a product, then what prevails is an affective link.

Feeding this type of affection is what ensures the stability of such relationship.

Not feeding it may doom the relationship to rupture something that will not be violent like in the previous case, but it will give rise to an empty relationship. "Without hatred or grudge."

Neighbor-Type Link

When the personal link is barely sufficient and the functional one as well, we are in light of an incidental cohabitation-relationship.

The neighbors who borrow one another a cup of sugar when in need, but which does not modify the neighbor relationship already established.

The neighbor-type link requires the management of opportunities. The purchase driver is urgency.

The neighbor-type link is the most unstable of all and the most distant one as well.

Conclusion

If we are able to establish an adequate link with a prospect and stand objectively, as far as the product, in conditions to do so, the purchasing process has started with a high probability of success.

When the left hemisphere strikes an interest in common with the right one, the only possibility to fail is conditioned by not betraying that which has been promised.

The Nature of Price

Price is described as the cost in money that is paid for a product.

The price is the most important hard variable after the product functional aspects and bears direct relationship with the value assigned to the said one.

The price takes up three different forms:

- 1) Price as irrelevant regarding income
- 2) Price as restriction to a purchase
- 3) Price as a “special sale”

That is why we set the price as a determining value. This has always occurred in mankind. All sales seem to settle in terms of price and payment conditions.

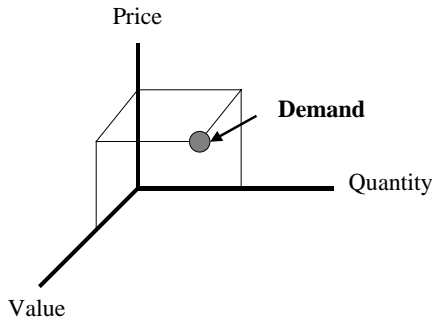
Selling in installments is one of the ways to avoid the price restriction and work on the basis of the customer’s money availability.

Price Elasticity of Demand

Until the discovery of the Unicist Logic, the size of demand was set in light of the price.

This law of demand was known to have exceptions given by the Giffen goods, which responded to a different law. Demand could climb with the raise in prices.

We have discovered that the law of demand integrates the following elements:



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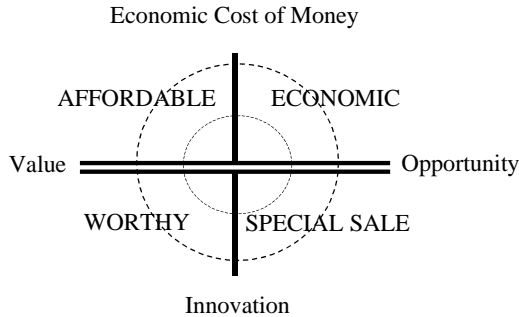
This defines a new conception of the price function, which continues being the core value but conditioned by the value assigned to the product or service.

This value carries subjective and objective components and both determine the price “justice”.

In the demand of a product in particular that an institution offers, demand behaves according to price and value.

The size of the demand is the product of an objective need that the individual needs to satisfy.

Here, the determining function of the price is clearly apparent in the purchasing of a product, and now we are in conditions to describe the logic of price:



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It becomes evident, as of the logic of price, that price is the combination of costs in terms of distribution of money, value of a product or service, opportunity related to the urgent need to purchase and “priceless” innovation since no other preexisting parameter corresponds.

We will move on to describing the buyers segment with regard to price and thus we will have the segmentation basis to manage such variable.

Special Sales’ Buyer

This is the person who feels the urge to buy in light of a special offer.

Sales need to have an innovating element that justifies the risk of lowering the value (price) of a product.

The sale strictly manages the opportunity concept and exists for a period of time and a limited volume.

Special sales require a price differential that allows accessing a reference product at a notoriously lower cost. What is notorious is a subjective element.

That is why in countries with a high inflation rate differences have to be even sharper than those in countries with low inflation (rates).

Worthiness Buyer

This is the buyer of highly valuable things regardless of the cost of money.

It is the person for whom price is an inelastic variable, that is, its fluctuation does not modify his/her purchasing attitude.

It is the buyer of unique elements, luxuries, where the price is one more differentiator of the product or service.

The value of such price makes him/her feel superior to the mean and he/she is therefore permanently watching to what his/her group of belonging buys so as to eventually purchase elements whose prices indicate their value.

Affordability Buyer

It is the one who buys in accordance to the financial availability regarding the value he/she seeks to satisfy. It is the person who, among other things, buys high value products in “installments”.

The high value is relative to the socio-economic level within which he/she is immersed and ranges from small household goods/appliances to luxury cars if and when these are financially affordable.

Economical Buyer

It is the person who sizes the added value of a product and the need to purchase it at that moment and relates those to the price.

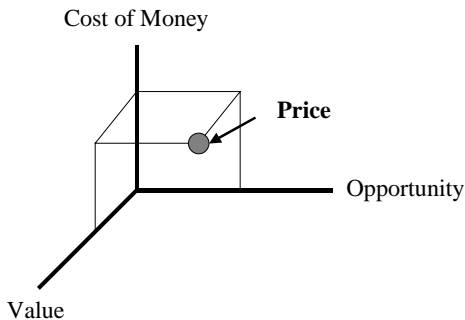
It is the one who does not bear in mind the payment options but just as an accessory element and carries his/her decision to the functional usefulness field and to the level of price that he/she is willing to pay for it.

He/She naturally evaluates the opportunities and also looks for prices among different offerers/suppliers.

This is a difficult customer because he/she buys in very logical terms. The price subjectivity does not carry him away.

Taxonomy of the price management

The price appears described as the integration of the economic cost in money, the opportunity seen as of the impending need of the product and of the value assigned to it.

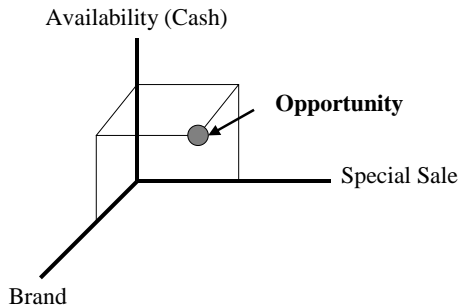


Managing the price variable is a difficult element because of its objectiveness and because of the availability restrictions that the one paying it has. The first stage to cover is that of the opportunity price.

Opportunity

The opportunity price is the combination of special sale, brand and cash availability on behalf of the buyer.

That is to say that to manage the opportunity cost as a price element requires offering something at a low price based on the brand that has value and knowing the cash availability that the buyer has.



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Everything starts as of the special sale. The special sale in terms of opportunity is a proposal that satisfies an impending need at an optimum price.

The more impending the need, the more important the special sale becomes.

The sale can only be upheld on the basis of the brand that makes it believable.

Sales without brands are commodity sales and carry another objective structure. The brand must have unique and consistent value added attributes.

After satisfying the need with the offer backed by a brand there is the cash availability restriction to what is being offered.

Availability is the core value in a sale management. Availability is many times a subjective element related to resource prioritization. That is why it is fundamental to influence in the priority of the purchase to increase availability.

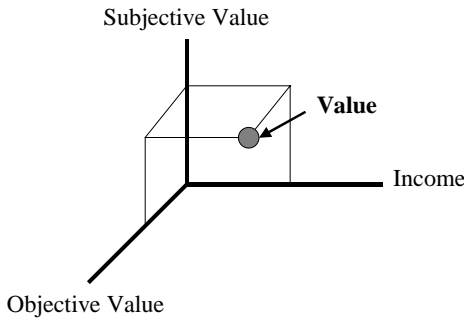
Value

It is the integration of the subjective value, the income that the purchase of the product causes and the objective value that supports them.

Everything starts as of the consideration of income as a restriction of the subjective value. Income appears as a restrictive element of the value with a double direct and paradoxical effect.

When a person has a low income he/she considers all expensive products he/she cannot acquire as valuable.

The structure of the value of a product or service can be described as follows:



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When that same person needs products which seem expensive to him/her, he/she feels that he/she has been framed by the salesperson.

Income and the way the prospect manages it regarding the need that the product covers or satisfies forces the management of price on the basis of first and second brands, or of differential services that would avoid a paradoxical behavior.

If the price as related to the income does not generate a purchase veto, it follows the functionality of an objective value. This value is deeply connected with the customer's objective need and bears relation to the value that the product or service of such category has in the market.

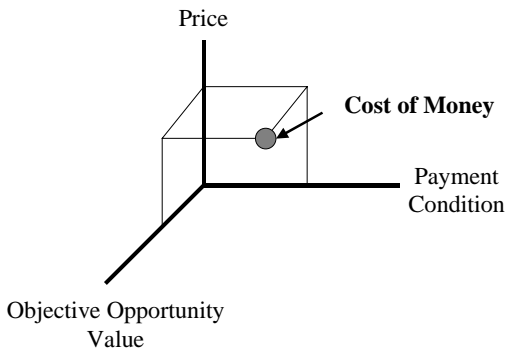
Once the objective need is covered we reach the core element, which is the subjective value. The price is the central function of a subjective allocation of value.

This leads men to tend to relate price directly to their subjective valuing of the product. This situation leads into looking for ways to increase the subjective value so that the price appears to be lower.

Once the subjective valuing is achieved there is the cost of money per se, which is, in fact, the one that defines or restricts the purchase.

Cost of money

The cost of money is, indeed, the element that determines the purchase or the restriction to the purchase of such product. The cost of money may be viewed as the price and the payment condition integrated by the objective opportunity value of the purchase.



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The cost of money begins with the financial restriction and not with the economic one.

When the financial restriction, determined by the payment condition, is set free, only then does the price assessment begin. This has to do with the availability there is for the purchase inside the customer's mind.

This explains the fact that there is a significant number of goods which are bought just because they take advantage of the availability inside the customer's mind.

Once the payment condition is set free the following question before reaching the price is the objective opportunity of purchase.

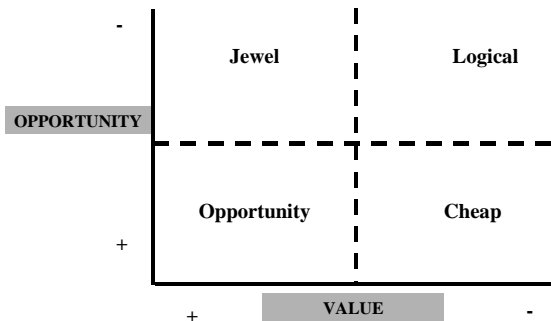
When the purchase is impulsive, the objective evaluation is skipped. That is why the purchase by impulse poses so many returns if compared to the rational purchase.

Once the objective test is overcome, the last price variable appears, that is, the economic one: how much economic cost is the buyer willing to invest in the product or service.

The economic cost is completely linked to priorities, availabilities and economic benefits resulting from the purchase of the product.

Synthesis

There are four pricing strategies stemming from what was described above:



Cheap

The cheap one is the management of price for notoriously economical offers which the offerers ready for this type of buying public. There should be two conditions set for “on sale” pricing:

- Limited Time
- Limited Volume

When the two conditions take place and the price is notoriously attractive we would have found one type of pricing strategy. If a product is repeatedly offered “on sale” it will lose its subjective value.

Opportunity

When the value is high and the impending need is high as well, then it becomes natural that the pricing strategy take advantage of the opportunity.

When both opportunity and value are high we could say that there is a strategy for the offer to take advantage of the opportunity.

This is the strategy of a higher value for those offering it and in which profitability of products is at its maximum peak. Abusing the opportunity leads markets to look for substitutes or succedaneous (products).

Jewel

This is the pricing strategy whenever the value of a product is high but does not satisfy any impending need.

The price elasticity is low because of the lack of need to encourage it; hence the lowering of prices does not bring about sales.

This is a low volume strategy, a high relative margin but an absolutely indefinite profitability.

The jewel strategy works for specialties of very high added value. It is usually segmented to customers who purchase jewels. These are few, but addicted ones.

Logical

This strategy is the one in which there must be a balance in the price since there is a low value allocated and absence of an impending need.

That is why it is a strategy of fair price with regard to the customer's income and the category of the product at stake.

The pricing strategy is the one producing the least profitability in the short term but which in the long run would bring a much subjective added value to the brand.

Conclusion

The pricing strategy is, by far, the most complex one and the one with the greatest effect on market participation and profitability of institutions.

It is, even though it might not look as if it were, a strategy involving many subjective values.

It also requires very good objective information on the resources available, priorities and propensity to consumption or purchase.

The Nature of the Product

The product is, in marketing mix terms, the element that grants the commercial action security.

The product is the concrete, tangible or intangible element that in truth determines the base structure of the commercial action. Man connects with the product in two ways:

- 1) On the one hand, it uses the product for a specific need.
- 2) On the other hand, it links with the product on a personal or functional manner but subjectively.

This ambivalence in the relationship with the product gives rise to two different ways to act in the customer's decision process.

No one will seek a product if it is not for a concrete need. Even if it were for the sake of not using it. This is quite usual with luxury products.

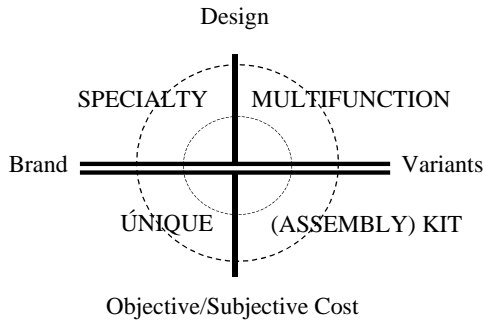
To achieve this concrete need the individual starts as of a subjective link with the product. If the link is not established, the product is not purchased.

Below we will develop the logic to the use value and the product link for those managing commercial processes so that they may categorize the problems they have and their corresponding natural solutions.

Logic of the Use Value

The use value is the valuation that the individual makes of a product's usefulness, which bears direct relationship with its design as far as functional terms, the variants that the said one offers, the brand backing it and the objective or subjective cost that its use implies.

The product characteristics define different categories which require different types of presentations to the prospective customers.



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Assembly Kit

The assembly kit is, in fact, a quasi-generic product but which has a functional design that allows the buyer a larger or smaller finite number of variants.

It being a kit, it does not have a design as a determining element of the use value. The design is meant for the buyer.

Games for children permitting the assembly of different pieces are but a trivial example of what we consider the use value of such kit.

When one sells kit products one can only do so with those that find it a pleasure to carry out their own design.

Unique

It is the tailor-made product, irrepitative, generally made by a craftsman or an artist to cover for the customer's unique needs, or, for instance a picture, made just once for the one purchasing it to be the sole possessor of such.

To manage the functional value of a unique product calls for the knowledge of the customer's intimate needs.

Instead, one might be lying in wait for a customer to purchase a unique product simply because it responds to his/her personal needs that one is not aware of.

The brand of the one making it is determining in this category of products. Art, in some of its expressions, is a good example of it.

Specialty

It is a product of high specialization that calls for a high level of knowledge on behalf of the one building it and, in many cases, on the one buying it as well.

It is a product of objective or functional value which is complex to measure, whose understanding requires a high development of specific knowledge.

The core of the product is given by the design and it is fundamentally backed by the brand of the one who has built it.

Many living examples of this type of products can be found in civil or mechanical engineering, architecture, etc. The variants represent the maximum expression of specialty. Whenever possible there will be a flexible specialty.

Multifunction

These are products whose use value lies in the poli-/multi-functional design, that is, they cover different functions of the one purchasing them.

This is becoming more and more usual of “household appliances/products”, built with a multi-functional characteristic and with a design backed by the use variants that each offers in order to cover the customer needs better.

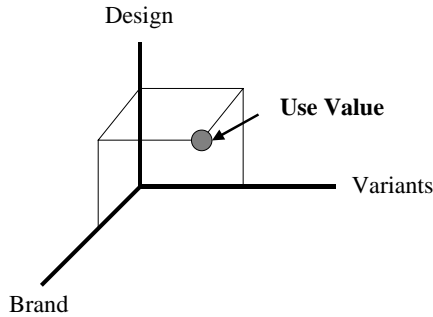
These products tend to have a difficult credibility as far as efficiency in all its functions and require that a brand back them to make them credible.

Use value as the purchasing process closing element

The use value is, along with the adequate distribution, an element that determines the purchasing action. When all the stages have been covered, the product’s use value plays the definite key role with the one approaching it to purchase it.

What determines that the use value defines the purchase process is the combination of design, functional variants and brand attributes that support the product.

The logic of it is described as follows:



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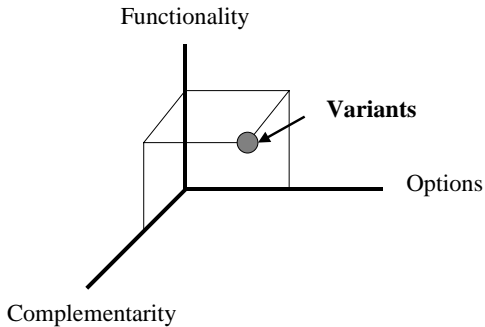
This logic determines the steps to follow to facilitate the customer's purchasing process.

Taxonomy of the Use Value

An individual wants to decide when to buy. He/She does not want to be induced to do so or that someone else decides for himself/herself. It all begins with the variants.

Variants

Variants are the functional alternatives that an institution offers so that a customer may have options to purchase.



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When offering variants the first thing that crops up is the need for purchase options for the very same functionality.

Once the need for options is satisfied, the condition which these should gather is that they be complementary to each other.

That is to say, that an option with its different attributes or benefits complement the other's functionality. Hence the buyer will be able to choose which of the complementarities is most functional to him/her.

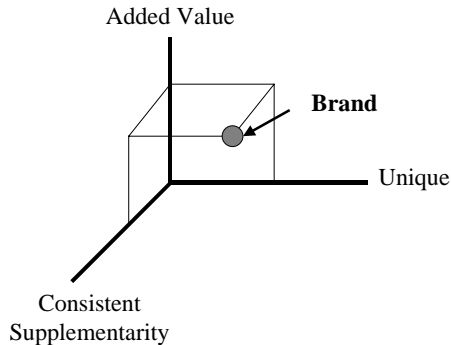
Finally, there comes the functionality of variants which determines the acceptance of the product's use value. Functionality is the capacity that a product has to satisfy the objective needs of a problem a customer has.

When the variants are solved, the following issue is to validate who offers them.

Variants can be very good but if the one backing them is not believable, then these are not credible either.

Brand

We will not become redundant with regard to the brand study. The only thing we will do is describe its logic again and sum up the functionality to the product's or service's use value in just one paragraph.

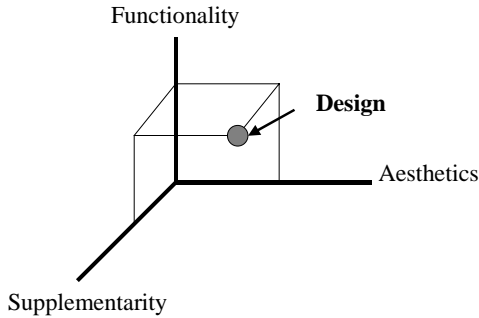


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The brand should have the same attributes that the product has i.e. what we call conscious supplementarity. When the attributes are not the same, the brand works only if the attributes it has are superior to those included in the values of the product. The “uniqueness” of a brand and of its “added value” refers to the values of the product category at stake.

Design

Once the variants are solved and backed by the brand, then the process of making the product design begins.



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The design must have an adequate aesthetic level in accordance with the function it fulfills and within the cultural parameters.

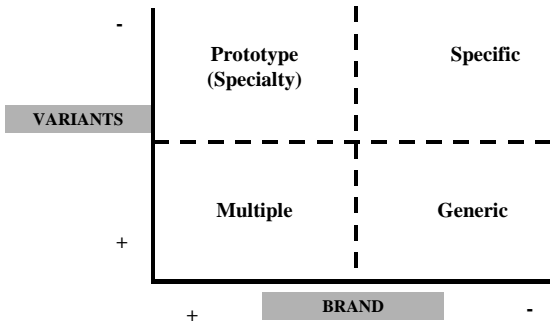
Once the aesthetic issue is set, the design should hold the same values underlying the problem that the product solves. That is to say that it has to be supplementary to the needs it meets.

If the supplementarity is solved, then functionality covers the last stage of design. What leads to the purchase of a product's use value is supplementarity in forms and complementarity in function.

What is functional is what covers the buyer's unmet needs, which is why it is complementary. What is functional makes sense only if there is goodwill on behalf of the customer.

Synthesis

Based on what was said above we can categorize four products on the basis of their use value:



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Generic

These are base products that serve as an input to develop special products. Generic products, for instance, can be either chemical products or pasta.

Generic products respond to the commodity rules and have the customer's functionality as a core attribute; the brand is just a backing quality.

Multiple

This is the product that appears in the market offering many variants. It includes a lot of additional elements to those of the product, without any essential differentiation among them.

It requires a strong brand to make it believable and it develops with the characteristics of a shopping-good unless when dealing with a patented product.

Prototype-Specialty

These products are built for a specific purpose and are developed for a definite/determined customer or segment.

Prototypes require a powerful brand on behalf of the one building them and pose the absence of variants.

Prototypes have characteristics of specialties and respond to the commercial characteristics of sale of these.

Specific

These products are of a determined use, and therefore have very few variants. This determines that their use value is the specific functionality.

Variants are unnecessary and the brand is an accessory element, not a main one. The world of bargains is plagued with examples of these specific products.

When they have a high technological content they respond to the prototype-specialties rules of the game.

Conclusion

Our conclusion was contained in the introduction:

“The objective of a marketing mix is to establish the successive or simultaneous actions to influence the consumer’s or user’s purchasing decision.

Whenever we define a marketing mix we need to understand the minimum steps to produce the critical mass in the purchasing process.

To accomplish the objectives at a minimum cost we need to know which actions influence the consumer's mind.

Only through the understanding of the purchaser's decision process one can think about the marketing mix. The knowledge of the marketing mix is basic to the planning of commercial actions.”

Unicist Glossary

Action guide

It is the homeostatic element of a concept (see complementariness). It avoids the modification of the purpose of a concept promoted by the utopia.

Added value

It is the incremental value added by an agent to a given reality.

Adverbial function

Is the homeostatic function that sustains the substantive function to avoid the modification posed by the verbal function (See complementariness)

Analogous experiences

They are those with a similar functionality.

Analogous

Two elements are analogous when they have the same operational functionality. Considering the function of flying, a bird and a plane may be considered analogous.

Anticoncept

An anticoncept is a conceptual structure that has the purpose of destroying a concept. It is sustained by fallacies and is the basis of paradoxical behaviors. When a concept and its anticoncept join, they both disappear.

Antithetic value

It is the verbal function of a concept. It functions according to the law of supplementarity (See supplementarity).

Appropriated value

It is the value obtained by a system, due to its action in the environment.

Archetype

Is the conceptual structure of automatic behaviors that underlies and sustain spontaneous responses of individuals, groups or cultures.

Argument

It is an opinion that includes no groundings about a certain reality. It is an affirmation or a negation based on a subjective perception of reality.

Attractors

According to the chaos theory, attractors are elements that structure chaos. There are point, cyclic, torus, and strange attractors. Strange attractors are the drivers of complex systems' functionality.

Central value

From a logical point of view, it is the purpose of a concept.

Chaos

It is an unpredictable situation for observers and participants.

Complementariness

It is an interdependent relation between two elements, actions or ideas. Each one of these elements has what the other element requires and they both have a coincident element.

Complex Systems

They are system that structure open unified fields. The results of complex systems are unpredictable for ordinary people.

Concept

It is the logical or pre-logical structure that regulates beings with real or virtual life. It is also defined as the driver of complex systems.

Contraction

It is a conceptual function whose aim is to avoid that the death instinct prevails over the life instinct. Thanatos prevails in contraction.

Contractive function

It is the function that intends to avoid the destruction of a system (simple or complex).

Credibility zone

It is a participant's perception of the functional concept of a reality.

Cross-cultural invariables

They are human functional structures that are homologous in different cultures, such as the need for security and freedom.

Dehumanization

It is a kind of anticonceptual functionality. Functional actions become self-fulfilling and generate a materialistic behavior.

Disequilibrating element

It is the synonym of the antithetic element. (See complementariness)

Drivers

They are the functional concepts that define the evolution of a given reality. They can be assimilated to the strange attractors defined by the theory of chaos.

Dual thinking

It is the natural and basic way of human thought. Human beings use dual thinking when they are overwhelmed by facts.

Effectiveness

It is the integration of efficiency and efficacy.

Efficacy

The capacity of humans to produce results responsively.

Efficiency

It is the potential capacity of simple or complex systems to produce results.

Equilibrating element

It is the synonym of the homeostatic element. (See complementariness)

Essential concept

It is the “deepest” concept that structures a particular unified field. It is the structure of information that regulates the most essential behavior of complex systems and defines its long-term evolution.

Ethics

Rules of behavior for individuals, groups, institutions and cultures. Ethics has a functional structure, a dominant moral and is sustained by an ideology.

Evolution stages

Stages that describe the evolution cycle of a situation in which ontogenesis and phylogenesis are redundant.

Evolution

It is the ascendant cycle measured in terms of the improvement of species.

Expansion

A situation in which growth and life-instinct prevails.

Expansive function

It is the function that impulses the expansion of a simple or complex system beyond the limits of its unified field.

Extrinsic concepts

They are the concepts given by humans to elements, actions, ideas, facts or objects. They are described by their structural functionality and at the same time define it.

Fallacy

False perceptions built upon a logical structure. When individuals’ beliefs and needs prevail when making a judgment, fallacies are unavoidable.

Falsification

It is a process that seeks to prove that a hypothesis is false. When something cannot be proven to be false it is considered not-false. In common language it is called to be true.

Foundation

It is an argument that contains reasonable, comprehensive, and verifiable information.

Freedom

It is an internal structure that allows individuals to adapt to changing realities in a responsible way.

Functional concepts

They are the drivers of the behavior of living beings with real or virtual life. They describe the functional structure of complex systems.

Functional structure

The functional structure describes the structural relations within a simple or complex system. The functional structure of a complex system is given by the conceptual structure that regulates its evolution.

Functionality zone

It is the description of an intrinsic concepts' functioning.

Gravitational forces

They are the external forces that influence the evolution of a unified field.

Homeostatic value

It is the adverbial function of a concept. It limits the action of the antithetic value avoiding the modification or mutation of the concept (See complementariness).

Homologous

Two elements are homologous when they have the same essential characteristic. A whale and a dog are homologous, in the sense that they are both mammals.

Hygienic

It is an element necessary for a situation but which has no added value.

Idea

It is an intellectual structure of a reality. It is functional to the approaching of concepts for individuals with dominant analytical thought.

Instability zone

It is the place where the functional structure of a concept destabilizes. There are two instability zones:

- a) The situation in which the lack of energy produces the loss of functionality or credibility.
- b) The utopia point. It is the absolute point where reality vanishes.

Integrative thinking

It is an Intellectual approach to reality based on the conjunction "and". It does not consider the disjunction "or".

Intrinsic concept

It is the regulator of a complex system, whether it has real or virtual life. It defines the functionality of the complex system and does not depend on the perception of the observer.

Intrinsic

It is an internal functionality of a given reality whose existence is not conditioned by others' perception.

Involution

It is a degradation cycle of a reality in terms of the evolution of species.

Life style

It describes the adaptation of an individual to cultural mandates. His adaptive behavior involves the cultural values, the archetype and the dominant strategic style.

Maximal strategy

The maximal strategy is the one depending on the environment. In this case the influence of a person, group or institution is insufficient to assure the result of a "strategic action".

Minimal strategy

In this case, the result of a strategic action depends on the individual, group or institution exerting this influence.

Moral

It is a conceptual structure that aims to satisfy the needs of a culture, the necessity of transcendence and the needs of individuals.

Myth

It is an adverbial function that limits the action of individuals within cultures to assure the purpose of the evolution of species.

Object

An element containing a concept, a purpose to be achieved and a quality assurance function.

Objects library

A structure that contains objects designed to be used in simple or complex systems. Cognitive objects organize the objects library when a system is complex.

Operative concept

It integrates two of the elements of a concept: it integrates the action (verbal function) within the limits of the adverbial function. The purpose of the concept is considered as given.

Opinion

It is a judgment of something. The opinion is basically subjective. When it is grounded it is called a foundation.

Over-contraction

It is a situation in which destruction is challenged. It produces the implosion of the system.

Over-expansion

It is a situation in which destruction is challenged. It produces the explosion of the system.

Paradoxical functionality

A functionality that achieves opposite results from what apparently is seeking to achieve.

Preconcepts

Individuals' stratified conceptual structure, based on former experiences, created to avoid personal risks. They are a natural approach to reality based on automatisms.

Procedure

In functional terms, it is the active part of the conceptual structure.

Purpose

It is the final objective of a concept. It is the substantive function of a given reality.

Reflection

It is a process to apprehend a given reality that begins with a projection of an individual's opinions. Having solved the conflict of the projections, reality has to be introjected. It comes to an end when the internal and the external reality are homologous. This approach occurs within the unified field of an actual action.

Security

It is the need of human beings to attain an internal structure to avoid chaos or depression.

Social capital

The system of relations that defines the synergy of a group or culture. The strength of relations, when seeking for an objective, defines social capital.

Strategic stereotype

It is the name given to a stratified strategic style. In this case, a person loses its ability to adapt to reality, feels its survival threatened and seeks to obtain benefits from the environment.

Strategic style

It describes the way a person influences the environment and the way he manages the influence of the environment.

Strategic thinking

It is a intellectual approach to influence complex realities

Structure of a concept

From a logical point of view, the structure of a concept is given by its central value, its antithetic value and its homeostatic value.

From a semantic point of view, the structure is given by a substantive function, a verbal function and an adverbial function.

From a functional point of view, the structure is given by a purpose, a procedure and an action guide.

From a social point of view, the structure is given by a taboo objective, a utopical function and a mythical structure.

Structure of functional concepts

It is the structure of drivers regulating the evolution of a complex system.

Sub-concept

It is a complex sub-system within a complex system.

Subsistence

It is the description of a situation in which individuals, institutions or cultures have a security framework to assure their survival.

Substantive function

From a semantic point of view, it is the function that defines the purpose of a concept.

Supplementarity

It is a relation between elements with redundant purposes and verbal functions, having a different homeostatic element. One of the elements has a superior “myth” that challenges the evolution of reality.

Survival

It is a situation in which the individual perceives his life is being threatened. It can be real or not.

Taboo

It is a socially unacceptable situation. Accepting taboos implies generating chaos.

True

It is the situation in which the functional reality and its perception merge. From a transcendental point of view truth represents the absolute. The absolute implies the existence of the conjunction “and” with absence of the disjunction “or”.

Type of thought

It describes the structure of the mental process to approach reality. There are four types of thought to approach reality: the operative, the analytic, the scientific and the conceptual.

Typology

It defines a particular characteristic of the collective unconsciousness of a culture, segment or individual, based on their ultimate purposes.

Unicist dialectic

It is the description of human double dialectics. On one hand, there is the dialect of the central value and the antithetic value. And on the other hand, there is the dialectic of the central value and the homeostatic value. Instantly, both relations integrate themselves to achieve the purpose of the central value.

Unicist logic

A logical structure based on the conjunction “and” to apprehend complex realities. It excludes the disjunction “or”.

Unicist

It is an operational, scientific and philosophic approach to reality. It considers reality as a concept driven unified field.

Unified field

It is a specific portion of a reality to be influenced that works as an open system and requires the definition of arbitrary limits to make it functional.

Utopia point

It is the condition of a reality when it turns out to be absolute. On the utopia point reality ceases to exist.

Utopia

It is an idea that seeks to improve a situation (a no-place en terms of its etymology).

Verbal function

From a semantic point of view, it is the function that defines the actions and establishes the utopias of a concept.

Vital functionality

The final purpose of living beings.

Vocation

It is the identity of an individual to fulfill his life plan consciously.

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About the Author

Peter Belohlavek was born in Zilina, Slovakia, in 1944. He is the author of *The Unicist Ontology of Evolution and models applied to Future Research and Strategy in the Social, Institutional and Individual fields*.

He is the creator and developer of *The Unicist Theory*, which is based upon his discovery of the *Structure of Concepts*. Both, his discovery and models are the base of natural laws to explain evolution.

His basic background is in *Economic Sciences*. He developed research and studies in the fields of *Management, Anthropology, Economy, Education, Epistemology, Psychology, Sociology and Life Sciences*.

He dedicated his life to the research of evolution in the fields of *Human Behavior, Economy, Social Behavior and Management*.

The Unicist theory is the basis of modern future research and strategy. His work includes universal matters such as the *Theory of Evolution, the Structure of concepts, The Laws of Evolution, and the Structure of Thoughts*. The author has developed more than 2000 researches.

Many of Belohlavek's findings are synthesized in the *Encyclopedia of Concepts*, which reflects his 27 years of scientific research. Some of his applications were published in more than 20 books, among them: *The Unicist Theory of Evolution, The Encyclopedia of Business Concepts, Personal Strategies, Logic of Human Behavior, etc.*

Applications based upon his theoretical developments were applied in more than 500 institutions, companies and countries. Thousands of students around the world have already learned about his theory.

The conceptual development has not only changed the paradigms of thoughts but also the paradigms of philosophy by fostering the concept of “Action-Thought-Action” which sustains the “philosophy of the added value”.

Peter Belohlavek’s research works include: Basic Research, Conceptual Developments, Scientific Developments, and Development of Cultural Archetypes.

Main Breakthroughs

Basic Research

The Unicist Ontology of Evolution

The Structure of Concepts

The Unicist Logic

The Logical Structure of Fallacies

Unicist Methodology for the Research of Complex Systems

Scientific Applications of the Unicist Ontology of Evolution developed by Peter Belohlavek

In Life Sciences: Development of the functional structure that regulates evolution and the development of the structure of living beings as a unified field.

In Research: Development of a methodology for complex systems research.

In Philosophy: Refutation of Hegel’s dialectic theory, as a particular case, and the formulation of the laws of the double dialectic.

In Social Sciences: Discovery of cross-cultural “invariables” and their laws of evolution.

In Future Research and Strategy: Modeling of the structure of concepts that allows inference of evolution.

In Education: Discovery of the concepts of learning which has given scientific sustainability, amongst others, to Piaget.

In Anthropology: Discovery of the “invariables” of human behavior.

In Mathematics: Development of the conceptual basis of dependence, interdependence, independence of variables.

In Economic Science: Discovery of the structure of Conceptual Economics. Development of the conceptual structure of Economic Schools and their functionality.

In Political Science: Development of the conceptual basis of ideologies and their functionality.

In Cognitive Science: Development of a methodology to construct knowledge with existing information through an integrative logic.

In History: Development of a historical analysis methodology based on the Unicist dialectic (double dialectic).

In Logic: Development and formalization of the integrative logic, sustention for the unified fields’ theory in evolution.

Applications of the Unicist Ontology of Evolution

- The Unicist Theory of Demand
- Development of a research methodology
- Unicist Country Scenario Building
- Development of a methodology for Historical Research
- The discovery of cross-cultural “invariables” and archetypes

Business Applications

Fundamental economic analysis (macro)

Fundamental social analysis (macro)

Country scenario building

Business scenario building

Globalization analysis

Fundamental financial analysis (micro)
Fundamental economic analysis (micro)
Operation analysis
Industrial analysis
Commercial analysis
Organizational analysis
Strategic analysis
Business analysis
IT design
Human Resources analysis
Cost analysis
Learning process analysis
Management analysis
Market analysis
Object building
Knowledge Management
Market Laboratory
Organizational Laboratory
Project Management
Research & Development

Some Companies where this methodology has been used

ABB, A. G. Mc. Kee & Co., American Express, Apple Computers, Autolatina (Ford-Volkswagen), BankBoston, BASF, Bayer, Brahma, Ciba Geigy, Cigna, Citibank, Coca Cola, Colgate Palmolive, Deutsche Bank, Diners Club, Federación Patronal de Cafeteros de Colombia, Glasurit, Hewlett Packard, IBM, ING, Johnson & Son, Lloyd's Bank, Massey Ferguson, Merck, Monsanto, Parexel, Pirelli, Renault, Sandoz, Shell, Sisa (Citicorp), Telefónica, TGS, Worthington, Xerox, YPF (Repsol).

Cultural Archetypes of Countries

Argentina, Australia, Belgium, Brazil, Canada Chile, China, Colombia, Costa Rica, England, Finland, France, Germany, Holland, India, Israel, Korean Republic, Mexico, New Zealand, Italy, Japan, Norway, Peru, Poland, Russia, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, Uruguay, USA, Venezuela.

Main Books Published in English

The Unicist Ontology of Evolution

What is the Unicist Ontology of Evolution?

Unicist Riddles

Unicist Strategy for Family Businesses

Unicist Marketing Mix Strategy

Unicist Lean Management

Unicist Archetypes of Countries: SWEDEN

Unicist Archetypes of Countries: GERMANY

Unicist Archetypes of Countries: FRANCE

Unicist Archetypes of Countries: BRAZIL

Unicist Archetypes of Countries: AUSTRALIA

Unicist Anthropology: introduction to unicist country future research

The Unicist Price Elasticity of Demand

The Origin of Fallacies and Paradoxical Behaviors

The Ethic of Foundations

Unicist Human Capital Building

OEE – Overall Equipment Effectiveness – The Unicist Approach

Networking: the unicist approach to network building

Knowledge, the competitive advantage

Globalization, the new tower of Babel?

Counseling Driven Learning

How to deal with complexity: the unicist approach

Unicist Logic to approach complexity

Blue Book: Unicist Methodology for the Research of Complex Systems