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THE MARKETING OF WAR. A SOCIOLOGICAL APPROACH



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FOREWORD

This paper is an analytical and full of substance approach to a complex issue, placed in the security and national defence and economic fields, starting from the premise that war increasingly has its major determination in the economic rather than the political, from preparation to completion, especially in the post-conflict phase. In this respect, present and future concerns on war strategy and strategic marketing planning are processed and developed boldly and with some arguments of necessity and utility, among them certainly existing procedural and action similarity nationally and elsewhere; thus, in the 21st century, the war effective practice frequently, but tacitly, uses marketing, and, in the particularly complex and dynamic context of international relations, increasingly more focused on delivering security architectures in globalisation, marketing can easily be transformed into war. Who does not understand that, technically and technologically, war this century began to be privatised, thus no longer allowing the possibility of dying honourably for one's country, out of the lack of compatible confrontation, will never understand that within the correlation analysed in this paper we are dealing with an upper management, called by myself in another paper "strategic art". Thus, the thesis' content strongly requires both its basic performance, i.e. the war marketing, and the other correlation facet – of course, the marketing war – namely, war as a marketing tool in the procedural and organic performance of globalisation.

As the author claims and argues, a very important management dimension, both for national and collective security, and for future war, one which must remain of constant concern, is just marketing. Without betraying any secret, the major challenges of organisational, functional, action and management transformations the U.S. military and NATO military structures face are, of course, marketing issues. Without being malicious, to scold some states by means of war also has a marketing determination, as well as the challenge and then management of turbulence and crisis areas stems

again from marketing in the increasingly more multinational and cross-border economic and military strategic complex.

Specifically, the author imprinted impeccable logic to the scientific research and to the content of the approach, firstly presenting substantial conceptual openings on both the issues of war and modern marketing, precisely to show that he selectively masters the subject and thus to provide in the thesis not only a rich documentation, but also relevant, modern and practical-applicative solutions to the requirements and directions of scientific investigation. The paper ends with some valuable conclusions, which allowed the doctoral student to also highlight his own equally valuable vision, perspective and prospective, of definite necessity and utility for the national strategic factor and beyond, but also for education and scientific research.

The main issues of war, i.e. doctrines, strategies, its character and physiognomy, are presented to date, as they are perceived in the practice of international relations. What is pleasantly surprising is that the author starts addressing the very essence of the scientific approach by the very nature of war and its evolution to the limits of achieving political objectives, and by the nature of the new war, thus being seriously and responsibly connected to the fierce debate of ideas in the field.

Related to marketing, the author brings to debate current issues and their evolution according to historical, social and economic criteria. Thus he persuades us that through functions and especially through strategic planning, but also by own mixture, marketing is getting more closely related to the overall war management, and now, when a new and dynamic content of war comes into question, it becomes a requirement of preparing and conducting armed battle, fundamentally determining as perspective the post-conflict phase, when recovery processes take place similar to plans and schedules, their key elements having a detailed definition according to marketing results. This is how a military structures' behaviour as consumers of military-industrial complex products is determined and controlled. On the other hand, a sufficient connection and commitment of allies to the same consumption source is achieved, which certainly highlights once more, if needed, the biunique connection between war and marketing.

To develop the scientific approach and to show the reference system for the proposed solutions and resolutions, underlying all options, the author presents a number of issues in the context of mutations that have occurred, both in war and marketing. Among these we mention only two, the most current, complex and dynamic, but with a view to be taken seriously into consideration, such as, for example, the role of the public opinion and of NGOs in shaping the political factor's option to purchase war products and services, but also the danger of uncontrolled supply from economic factors focused on earning without also studying the impact on the content and physiognomy of war, starting exactly from an increasingly diverse and destructive display belonging to the 21st century God of War. After those studied in the thesis, we are wondering when an antiwar marketing will appear, of those using all marketing results in the operationalisation, finalisation and recovery from war under some specific parameters determined again from prospective market studies.

Consistency, coherence and pragmatism, which emit from the entire contents of the paper, convincing and argument-like examples, all highlight the high scientific understanding of the need to continue the approach, but more from war to marketing, for at least two reasons. One refers to the fact that World placement under the new world order will certainly require different scale armed confrontations, also requiring serious marketing research and studies, and the second takes into account that marketing can control and reduce to a minimum the threshold of armed violence in any confrontation with high-tech weapons.

I would like to highlight just one of the conclusions and proposals ending this paper with major relevance for the present and the future, on the medium and long term. I am talking about the collective security policy marketing against international terrorism, whose results, obtained through the efforts of the international coalition, are economic, having as key stakeholders the U.S.A. and several U.S. companies. The marketing dimension of the U.S. military policy surpasses all social economic concerns, expenses being proportional. Indeed, international relations' top players exhibit a highly developed war marketing, the construction and

application of such a type of marketing continuing to assert itself more persuasively, but the effect is not the one anticipated by reason, it being more of a superior factor for future war.

Brig. Gen. Prof. Constantin ONISOR, Ph.D.

INTRODUCTION

The paper aims to study war and its marketing, a seemingly illusive and controversial phenomenon, to explain its characteristics and to provide it with a scientific explanation. It is not meant to be an exhaustive approach, but it provides a coherent and updated framework in which war marketing is analysed and presented so that its relevance can be harnessed. The first objective pursued in this approach refers to the existence of war marketing. Since the matter is in dispute, especially ethically, we avoid giving a categorical answer; however concerns in solving this problem cannot be ignored as long as war occupied and occupies an essential place in the overall development of mankind. At the beginning of this paper, we mentioned that during its existence mankind lived only short periods of peace; in 5,500 years there have been no fewer than 15,000 wars. It must however be recognised that war is also a factor of progress, and many institutions (military alliances, research institutes, etc.) enhance their existence especially in time of war.

States, as economic agents, are constantly striving to exceed their limits, to develop their skills and improve themselves in order to rank above other states. Being an undoubted progress factor, war contributes to this fact. In this approach, for an economic agent, war is a mobilising factor which will determine it to adapt to the environment and make progress. Often, in an attempt to gain an advantageous position compared to other states, they adopt a hegemonic behaviour, war marketing representing a suitable tool for this purpose. Therefore, war and its marketing must be studied and understood; moreover this limiting perspective must be surpassed and it must be understood that war, knowing it and knowing war marketing essentially contribute to the strengthening and implementation of peace.

The perspective of redefining the war paradigm, something that follows the social and political transformations that have characterised the world in recent times, mandatorily also includes war marketing as a process ensuring

the identification, anticipation and satisfaction of the needs and desires of decision makers (states, other organisations, e.g.: terrorist, etc.) through war. The great variety of war marketing specific actions, their social depth and their strong political determination resulted in building a specific system whose important pillars are public relations, diplomacy, manipulation through the media, NGOs, etc.

The author

Chapter 1

1. THE PLACE AND ROLE OF WAR IN THE OVERALL DEVELOPMENT OF THE SOCIETY

To perform a thorough analysis on war marketing, firstly we must define the phenomenon of war, investigate the meanings of this topic, and understand the place and role of war in human history.

The issue of war is claimed by several disciplines. It has a multidisciplinary and a disciplinary character, even becoming the subject of a science of war, namely polemology.

French sociologist Gaston Bouthoul¹ discussed the formation of a science, polemology, which has as research objective the causes and social function of war in contemporary society. Thus he undertakes extensive and systematic studies seeking to find a comprehensive explanation of the phenomenon of war.

In his sociology treatise², one volume is devoted to wars and this new science. Polemology, as its founder writes, examines the sociological conditions, structures, conjunctures in which conflicts arise, studying the effects of war on belligerent societies, or the sociological changes they bring. Polemology would seek causal, coexistence and succession relations between various factors that precede or follow war.

As a military, political, social, psychological and socio-cultural phenomenon, the issue of war stood at the heart of military science, military sociology, political science and military psychology, because war involves, in addition to military equipment, human resources and potential, and, as main military action, it involves a specific way of organisation amid some economic, political, scientific and socio-cultural determinations³. War is

¹ Bouthoul Gaston, *Traite de Polemologie*, Payot Paris 1991

² Bouthoul Gaston, *Traite de Sociologie Les Guerres*, Payot Paris 1951

³ Jude Ian, *Paradigmele și mecanismele puterii*, Didactic and Pedagogic Publishing House, Bucharest 2003, p. 325