



Del mercado al mercadeo (Spanish Edition)

Carlos Torres

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El mercadeo a partir del mercado, la actividad comercial ha estado presente desde los albores de la humanidad.

Es algo tan natural que aparece en la historia como presente en las culturas y civilizaciones sin que haya habido un esfuerzo intelectual por analizarla y crear un cuerpo de doctrina a su alrededor. Algunas pocas descripciones de su actividad aparecen en los escritos antiguos, y las personas a cargo de esa función no fueron reconocidas como importantes en la estructura política y social de las civilizaciones. Se les llamó "mercaderes" y cumplieron un papel de servicio básico no destacable entre los grandes poderes militares, políticos, conquistadores, religiosos, navegantes, filósofos, científicos que dominaron en las sucesivas etapas de la historia. De esta manera, se fue formando el estereotipo del "vendedor puerta a puerta" o del "mercader" que buscaba engatusar a sus clientes en precios y calidades.

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