Abstract

This article attempts to demonstrate the importance to the organization man, to understand the marketing and economy so that you can use them inside and outside in order to seek the improvement of people.

Keywords: Marketing, Economy, Necessities.

1. Introduction

Understanding the humans in this complex world full of changes is a task that requires a lot of professionals, whether that area is and also with the knowledge that they have.

It is important to note that work in business, whether small or large, means that we can try to understand the people that permeate. And people have anxieties, doubts, fears and diseases. In trying to understand these aspects would be essential that we could understand a little knowledge of two that are important to the survival of any business, which is the marketing and the economy. According to Philip Kotler (1988), "Marketing is so basic that cannot be considered as an isolated function. It is the whole business, the outcome of which depends on the customer's point of view. " The marketing help humans achieve their needs vary according to culture, philosophy, customs, values, beliefs, intuition and desires of each person. In addition, we can see that the marketing deals with individuals and groups, whether formal or informal, in an arena that for our understanding and ease, market call.

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Marketing is to reach your market wherever they are and seek delight your customers, whether old or new. According to Samuelson (2012): "Economics is a social science that studies the management of scarce resources among alternative ends and competitive purposes." So it's a science that deals with the fundamental aspects of society in its entirety and great depth. In order to understand and interpret this world permeated by changes, a so-called globalized economy, we have to do a marketing junction with the economy.

Marketing deals with basic human needs, so you have to understand it in its sociological aspect, philosophical and why not psychological. Through its psyche and studying and developing the man in its various stages of life is that the marketing man analyzes consumer and helps you fill your empty and needs and sometimes even creating a need not yet envisioned for him. To launch a new product on the market, the marketing does market research, using technology, and also invites consumers to test the products reporting flavors, color preferences, tastes etc.

He seeks to interpret it their dreams, their fears and tries to get ways to fill these spaces with the product presented. It is as if the marketing man penetrate the collective unconscious of the people. According to Jung (2011), "unlike the personal unconscious, is not made up of individual contents, more or less unique and not repeated, but the contents that are universal and appear regularly." So the marketing man dresses as a psychoanalyst consumption,
inducing or leading it. Therefore, we need to create a "economarketing" or "marketingeconomy" to help in the interpretation and analysis of the global economy and the individual as a multifaceted full of different tastes, touched by vision and the possibilities of the current global economy, and may consume domestic and international.

The economy tries to understand aspects of microeconomics and macroeconomics, interpreting monetary aspects, tax, inflation, foreign exchange, capital market and many aspects involved in the market. Parmalat to make the campaign of mammals entered the mind of parents and children in an indelible way and also an emotional way. With its charming marketing, managed to turn the country into true allies of their products, rewarding children with stuffed animals that brand recall will be saved for a lifetime.

McDonald’s to put the playground in its stores is causing the children want to attend that space and take of you together some adults. The company understand that the important thing is to be present in children’s minds are being bombarded every day and everywhere, will be able to give this approch to understand that when "the first bra never forget", as well as the first messages will be forever.

A presence, establish a concept, please and win hearts and minds, this is the astral hell marketing professional, who should inculcate fashions, distribute miss, build dreams. Marketing is also passion and emotion, is banana flambé with ice cream smears his lips and makes you remember from childhood, purity and pleasure. Marketing must use the nostalgia element as a compound that records and search loyalty.

There must still be many consumers Toddy reminiscent of plastic characters coming into the product, and the many children who consumed quickly to buy back the product and benefit from new. Ah! I miss! ...

Marketing is magic and enchantment. You enter the collective unconscious and have a presence without knowing knowing, without causing teasing, being subtle and at the same time as a mighty river and knowing the right time to penetrate and the right time to withdraw. Marketing is war with the weapons you have. In the background marketing is much more than passion, is a matter of perception. If the company of men who understand most of the problems depends on perception, it would be much easier and less expensive your solution.

There are no easy formulas and we could say that marketing is, and will remain, 98% perspiration and 2% inspiration. For this quest of the subtleties of thought and action is done by people who understand life, aspirations, business, and also of seduction. Marketing is pure seduction, subtle and delicate also a combination of the Devil tormented soul with spirituality of the gods.

Marketing is the dream come true. You create with creativity and also shoot adrenaline fighting the evils of life, making the mysteries become increasingly mysterious and also that secrets can be gradually unveiled. Marketing is wisdom and also battles and sleepless nights, eating sandwiches and tapering meeting affinities. Marketing must never forget that the best product is one that sells a lot because everyone says the next something about it, and that makes a profit. The best advertising is word-of-mouth overflowing and convincing. The marketing is to have the right product for the uncertain public, trying to find the dream of search with the meeting of the dream. An orchestra in which the sides can work and in which the conductor is he, the consumer who has weaknesses, desires and loves being almost always treated well and, why not, respected. Delight that customer is daily and vital task for the marketing man.

We can say, paraphrasing Kotler (1999) that "marketing is the task assumed by the managers, to assess needs, measure its length and intensity and determine if there is opportunity for profit." Understanding this context we can say that emotion, intuition and perception are fundamental in marketing, but we must always be linking this information with the search results.

Only results without emotion would not be interesting for people who deal with marketing. And deal with marketing means that everyone within the organization should be concerned about it. From the janitor to the president and yet this concern should never be lip service, but internalized and adopted by everyone in the organization So thinking is that the quoted McDonalds can be a company well regarded by Exam magazine as one of the best companies to work for. Even though it does not pay the best salaries and neither is among the companies that invest in training.

Analyzing we can see that this company invests in recognition of its employees, and that they, through these programs can envision its evolution and its future and believe in the policies of same. In addition, McDonalds is remembered by the children as a good place to go because of the brilliant idea of playgrounds installed in them, that make this power of attraction is irresistible to them. It is important to make the link between keeping the first contact in the child’s mind (recalling the Parmalat mentioned above) and through the same mark our name, brand, image etc. We can say that in any attempt to understand consumers, companies go through involvement and knowledge of them.

This involvement and knowledge go through marketing and economics. From the shock, perhaps the most important in economic terms occurring after the Second World War, it was the fall of the Berlin Wall, that is, this act meant an important watershed for the Industries and Western banks, as it was the Marshall Plan in post-war Europe, and the concomitant development of the Chinese giant, a few decades later. There were new worlds to "explore", precisely those where it needed an "injection" of income, consolidation of wages and the execution of a stronger market economy.

These actions were implemented in Eastern Europe, through many investments from the "rich" part of Europe and the United States. The industries have settled, began generating higher wages to the local standard of labor and strengthened the consumer market and in some countries such as Portugal, Spain, Greece and Turkey, leveled and increased domestic income. In this scenario, all that remained practically a region of the world where there were serious infrastructure problems, very unequal income distribution, rampant inflation and lack public accounts. We are talking of South and Central America and weighing countries of
Brazil and Mexico, with ample potential to be explored, large population and a productive sector installed, especially when it comes to basic industries, consumer durables and services.

To achieve the results proposed by this "wave" international, we can seek references in the Washington Consensus where the main objective was to control inflation, public deficit: "According to Williamson (1990, 8-17), the consensus of Washington "consists of 10 reforms: a) fiscal discipline eliminating the public deficit; b) changing priorities for public spending, eliminating subsidies and increasing spending on health and education; c) tax reform raising taxes if this is inevitable, but the "tax base should be broad and marginal rates should be moderate" d) interest rates should be determined by the market and positive ; e) the exchange rate should also be determined by the market, making sure that at the same time be competitive; f) trade should be liberalized and directed outwards (not prioritizes the liberalization of capital flows ); g) direct investment should not be restricted; h) public enterprises should be privatized; i) economic activities should be deregulated; j) the right of ownership should become safer. (Pereira, p 4-1991).

This line of reasoning, we can complete the marketing took big boost in Brazil, from the second half of the 90s, where the recent economic policy, began to reap its fruits in terms of inflation control, strengthening of the currency and recovery of income lately eroded by the adverse effects of inflation. This economic policy was put to the test, especially the end of the 90s and early twenty-first century, as almost "break" due to the lack of foreign reserves and the excess application of speculative money, due to the high interest rates and its subsequent withdrawal from the country.

From the first half of the 10, economic policy has another orientation, reflecting directly in marketing, due to the increase in the volume of domestic consumption that Brazil has to have. Taking advantage of a positive wave of World Trade, plenty of money in the international market, Brazil has benefited, receiving many here Direct Investments, concomitant growth of Brazilian companies in the country and also its expansion to other countries.

These factors generated a very large demand shock, since the income of the population began to grow and the salaries of too, as we can see in the chart below:

**Charter 1** - Evolution of the GDP per capita in the concept of the parity of buying power.

![Chart 1](image)

**Source:** World Bank, World Development Indicator

### International trade in goods:
Leaders of Export and import Coordinator,2012(US$ Billions FOB and %).

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In industries with monopoly gaping practices (oil, mail, energy) and oligopoly (cars, banks, pharmaceutical, construction, chemical, etc.), these sectors requiring a high aggregate consumption in the Brazilian Economy. Under this consideration, the way marketing is unfold to convince the population to consume some products, technologically outdated and stratospheric prices, much due to the high tax burden, which as we can see in the chart below, is mainly a constant growth over the consumption in Brazil, and excessive profits by companies, because it is an oligopoly segment in Brazil.

"According to Schumpeter, the industrial economy evolves through "creative destruction". This economic phenomenon occurs when a set of new technologies is productive application and traditional technologies are "destroyed," that is, fail to create products that can compete in the market and end up being abandoned. In the ascending early stage of an economic cycle, new technologies distinguish innovative entrepreneurs who are used to the traditional technologies.

Innovators are "rewarded" with high profit rates rise and business empires. In the stabilization phase, profits fall to lowest levels since most companies adopted the new set of technologies and competition became fierce. Finally, the downward phase is characterized by an excess of supply over demand. Technologies that inaugurated the cycle have become, by now, traditional. The sharp fall in profits foreshadows another break in the technical base, which will trigger new cycle. The initial phase of each wave innovation.

3. Final

With marketing we try to understand the needs and desires of the market (consumers) and through that we can get better results for organizations.

With the economy we try to understand how organizations, people and countries act and react so that we can act to increase their perception of our product or products and getting them to understand our proposal and make your conscious choice of promised benefits for him.
According to the concept developed by the economist Joseph Schumpeter, companies fail to create products that can compete in the market for a new beginning of a wave of innovation, technologies are overcome and the process of profit and capital accumulation remains. This process is very present today, because of the deployment and the field of economy, the global conglomerates. The new global division of the economy makes clear the boundaries between developed countries, emerging and poor, dependent on capital and labor employability.

The social and international division of labor has made some rich countries were major technology exporters obsolete in their place of origin, just for emerging countries, where the latter would be a "novelty" and to contemplate the maturity of its investments in new technologies. In the case of poor countries, would be mere cheap labor suppliers, for their livelihood.

Questions refer to the case of emerging countries, such as Brazil, the marketing should have a decisive action or interference in the markets, because your goal is to sell and market new products here, but that are not new in their countries of origin, have replaced this technology by other younger, because also the competitive process be tougher there and these same sectors are cartelized here. Companies that invest more in marketing guarantee the demand for their products in markets that have gained a considerable income, ensuring their profits and the accumulation process, which finances technological progress.

Add marketing with economics is a systemic vision to work the human race in its entirety and complexity. Penetrate the recesses of the soul (soul) and to analyze the individual and the group that permeates.

One should not detach from each other, and feeds the compliments one another so that the marketing needs of the knowledge economy and vice versa. It's like a perpetual motion of knowledge in which a would use and reasserted itself in the other. To the marketing man, who in Brazil called "marketer" is important to know the individual in his uniqueness and also in their behavior when in a group. For the economy of man is important to know the market, know how it works and be able to interpret their influence on national and international society.

Together these two knowledge could help in improving the interpretation and also the actions of individuals and groups. In interpreting the markets is necessary to use the rationality of numbers and also the subjective intuition. There is a symbiosis between these knowledge that can provide improved and interactive development between them. Marketing and economics together can break paradigms and show new directions, new visions and also demonstrate a new reality.

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