

THE DEVELOPMENT IN MARKETING AND ITS CONVERGENCE TOWARDS THE PARADIGMS OF INFORMATION SCIENCE

O DESENVOLVIMENTO DO MARKETING E SUA APROXIMAÇÃO
COM OS PARADIGMAS DA CIÊNCIA DA INFORMAÇÃO

EL DESARROLLO DEL MARKETING Y SU PROXIMIDAD
CON LOS PARADIGMAS DE LA CIENCIA DE LA INFORMACIÓN

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RESUMO: Pesquisa descritiva que objetiva discutir, sob uma perspectiva histórica, o desenvolvimento do Marketing e sua convergência com os paradigmas da Ciência da informação, conhecidos como paradigma físico, cognitivo e social. Sob o paradigma físico, pontua-se a relação do nascimento de ambas as áreas do conhecimento, que exclui o papel ativo do sujeito cognoscente de todo processo informativo e comunicativo. Em seguida, sob a visão cognitiva, analisa-se a proximidade das áreas, a partir das interações e necessidades do usuário em relação aos sistemas de informação, onde ambas as áreas não tinham como compreender o usuário, de modo a ajustar os serviços a ele. O último estágio do Marketing assemelha-se ao último paradigma da Ciência da informação, cujo objetivo é integrar a abordagem física e cognitiva, considerando a constituição social do indivíduo para construir um modelo ideal que beneficie a todos os envolvidos no processo. Trata-se do paradigma social preconizado por Shera. Conclui-se o estudo, baseado em pesquisa bibliográfica, destacando a sintonia entre o Marketing e a Ciência da informação, a qual beneficia não só teoricamente ambas as áreas, mas também as práticas da Administração e da Biblioteconomia, a partir de um objetivo comum a esses dois campos do saber: a informação e a satisfação dos usuários/clientes, em suas demandas e necessidades informacionais.

PALAVRAS-CHAVE: Marketing. Ciência da informação. Paradigma científico.

ABSTRACT: This research is descriptive and discusses the development of Marketing from a historical perspective and its convergence with the paradigms of Information Science, known as physical, cognitive and social paradigms. Firstly, within the physical paradigm, the birth of both areas of knowledge is related, which excludes the active role of the cognizance subject in all the informative and communicative process. From a cognitive view, the proximity of the areas is analyzed, from interactions and the user's necessity of information systems, where both the systems were not concerned with understanding the user in order to adjust the service to him. The last stage of marketing resembles that of the last paradigm of Information Science, whose objective is to integrate the physical and cognitive approach, considering the social make-up of the individual to construct an ideal model which benefits all those involved in the process. It is the social paradigm advocated by Shera. The study concludes by highlighting the harmony between Marketing and Information Science from which both areas benefit not only theoretically, but it also benefits the theories and practices of Administration and Library Science, from the common objectives to those fields of knowledge: the fulfillment of the informational necessities of the users/clients.

KEYWORDS: Marketing. Information science. Scientific paradigm.

RESUMEN: Presentamos una investigación descriptiva, cuyo objetivo es discutir, desde una perspectiva histórica, el desarrollo del Marketing y su convergencia hacia los paradigmas de la Ciencia de la Información, conocidos por paradigma físico, cognitivo y social. Bajo el paradigma físico, se muestra la relación del nacimiento de ambas áreas del conocimiento, que excluye el rol activo del sujeto cognoscente de todo proceso informativo y comunicativo. Luego, bajo la visión cognitiva, se analiza la proximidad de las dos áreas, a partir de las interacciones y necesidades de los usuarios en relación a los sistemas de información, donde ambas áreas no tenían manera de comprender al usuario y, así, adecuarle los servicios. La última etapa del Marketing es semejante al último paradigma de la Ciencia de la Información, cuyo objetivo es integrar el enfoque físico y cognitivo, teniendo en cuenta la constitución social del individuo para construir un modelo ideal que beneficie a todos los involucrados en el proceso. Se trata del paradigma social según Shera. Se concluye este estudio, basado en una investigación bibliográfica, poniendo de relieve la sintonía entre el Marketing y la Ciencia de la Información, la cual beneficia no solo teóricamente a las dos áreas, sino a las teorías y prácticas de la Administración y de la Biblioteconomía, a partir de un objetivo común a dichos campos del saber: la satisfacción de las necesidades de información de los usuarios/clientes.

PALABRAS CLAVE: Marketing. Ciencias de la Información. Paradigma científico.

1 INTRODUCTION

Due to the economic situation and the development of trade, marketing evolved and distinguished itself as a practice and area of knowledge. Although its origins came from Economics, it also came to adopt concepts from several fields of science, such as Statistics, Psychology and Sociology. Marketing is an English word which means the market in movement or action. Kotler (1978, p. 38) defined the market as a “distinct group of people and/or organizations which have resources they wish to exchange or that they can conceivably exchange for distinct benefits”.

Reports from the 17th century, according to Moreira (2006), show that a merchant, established in the city of Edo, present-day Tokyo, was already manufacturing specific products based on the necessities of his clients. However, the author states that historically, the term marketing was recognized somewhere between the years of 1906 and 1911, in business courses and the American Society, created in 1930, was the first entity of this type.

According to Andreasen (1987), throughout the history of the growth of the profitable sector, since the beginning of the 20th century, marketing as an administration tool had an internal orientation from sales to production; only from the 1950s has it been categorized as modern marketing, with an external vision. Thus, in order to understand the evolution and context in which it emerges in a far reaching way, its history can be divided and analyzed in three distinct phases: The Era of Production, The Era of Sales and the Era of Marketing itself.

From there, the development of Marketing will be analyzed from a historical perspective as will its convergences with the paradigms of Information Science – known as the physical, cognitive and social paradigms – considering that the interdisciplinary nature of Information Science could legitimize this interaction, reinforcing the two fields of study when cooperation and respect are established for the particularities and differences of each one.

The article, in addition to this introduction, is presented in four sections, related to the Age of Production, Sales and Marketing itself, always associated to the paradigms of Information Science: it is finalized with closing considerations about the theoretical-practical benefits for both the fields – and also for disciplines associated with them, Administration and Library Science – based on the common objective of both: the study of the phenomena of information and the satisfaction of the users/clients in their demands and informational necessities.

2 MARKETING ORIENTED FOR PRODUCTION X PHYSICAL PARADIGM

The advent of the Industrial Revolution gave rise to social transformations that were characterized by the change from a rural to urban society, and this provoked a real demographic explosion in the cities. The change from artisanal and manufacturing labor to assembly line manufacturing can also be observed, a fact which led to an increase in production at a reduced cost. This being the case, the system strongly affected the relations between the economy and society, where society was no longer oriented by social control, but rather directed by the laws of the market, and endowing economic activities with an autonomy that was once unimaginable. (SANTOS *et al.*, 2009)

This phase of the history of marketing became known as the Era of Production, characterized by the prevalence of the laws of the market, which was predominant until the 1920s, governed by mass marketing, whose principal characteristic was of a demand greater than the offer. Since everything produced was sold, organizations came to have a kind of absolute power about what to make and what to make available for the market.

Mass, or undifferentiated, marketing, Mathews (1983, p. 87) emphasizes, “[...] is based on the assumption that all people have identical or similar necessities, and thus the importance of concentrating on what is common to all, not that which is different.” This coincides with the attitude of the institution which seeks to service everyone in the same way, without considering the individuality of the subjects, a mistake given that people have the most diverse possible necessities and expectations. According to Kotler and Lee (2008, p. 37-38): “The problem with this focus is that the administrators of programs and services get too attached to their products, and neglect the project and the broadening of their efforts based on the desires and the necessities of the clients.” Henry Ford affirmed that the client could choose the color he wanted for his car, as long as it was black! It can thus be seen how the opinion of the client wasn’t considered, because the organizations believed they had the resources and the competency to decide for him.

With this approach that was shown above, marketing is centered on the planning of cheaper products, with an elevated number of innovative characteristics, based on the assumption that these benefits would make the organization more attractive. During this period, marketing was essentially perceived as a consultant for better perks, using the analogy of the library sector, which meant projecting better information systems, greater celerity in service, comfortable ambiences, better parking conditions, among other benefits.

Alluding to the epistemology of Information Science, following the logic of Capurro (2003), the first period for the evolution of marketing can be associated to the dawn of that area of knowledge, supported by the physical paradigm and focused on the system of information, in which phase the active role of the cognizant subject in all the informative and

communicative process was excluded. For this same author, this is the theory of recuperation of information, whose challenge was to manage a large mass of information, closely related to the Mathematical Theory of Information of Claude Shannon, and the Cybernetic Theory of Norbert Wiener.

Even if the user was asked about his degree of satisfaction, it was certainly in relation to the services provided (by the system), or to the quality of the sources of information (archive or another aspect that would inevitably refer to the infrastructure of the unit of information. (SO, 2007, p. 170)

It can be clearly noted that the physical paradigm expresses the internal and unilateral vision experienced during the initial stage of marketing and Information Science, and is aligned to that historic moment and to the development of the prevailing theory of the time: which means to say, in practice, that this view ignored the opinion of the user, that is, his desires are not discussed.

Next, the discourse that the user doesn't know what he or she wants is presumed to be fallacious, and in fact this can act as a shield for the taking of decisions focused on the information system, compromising the image of the library for offering what was not requested. As a complement to this approach, we refer back to Dantas (2006, p. 9), when he says that, due to the seeming ignorance of the client, many services are "pushed" on him, supported by the conceptual misrepresentation of "enchantment", directors take decisions and see what happens. If the clients complain, their complaint will probably be ignored and this justified by the "lack of knowledge" of the client about his or her own necessities, expectations and desires, or rather, admitting implicitly that the clients are ignorant. If they don't complain, due to omission, sloth, lack of knowledge or bad reputation of the organization, the directors disseminate that they "enchanted their clients."

Ainda hoje o papel da orientação para produzir vem buscando alcançar alta eficácia na produção e eficiência no baixo custo de distribuição em massa, a exemplo do que ocorre na China e na Índia, quando aproveitam a enorme quantidade de mão-de-obra barata para expandir seu mercado. (KOTLER; KELLER, 2006)

3 MARKETING ORIENTED TOWARDS SALES X COGNITIVE PARADIGM

This started in 1930 and is characterized by the first signs of excess of supply, due to the excess of production; it was when several companies came to use more aggressive selling techniques, seeking to sell all their products they had in stock. Such an approach was – and still is – practiced more with low demand products, such as insurance and encyclopedias, where it is better to sell that which is produced, instead of producing what the market desires. From this point of view, the focus of the sale orbits around the consumer, even if the supply is pre-determined. The client is seen as not being aware of the supply and who, from

spontaneous and free will, would normally not consume the product and service in the amount desired by the salesperson. (KOTLER E KELLER, 2006)

The task of marketing consequently is to ensure that the market is aware of the supply that the institution decided to make available and persuade it to accept this. This orientation is once again internal, and comes from the company, in terms of what it wants to offer, and sees the task of marketing as a way to overcome the indifference or prejudice of the consumer in the market. (ANDREASEN, 1987, p. 41)

Therefore, to undertake an aggressive effort at sales is wholly associated to the promotion of products and services. According to Silveira (1992, p. 29): “The orientation for sales sought to influence the market through promotional instruments, to increase the consumption of existing products”. However, one cannot personalize the advertisement or the sale as the only important aspects of Marketing, because this would contribute to mischaracterize what it really is.

In theory, marketing and sales work together, yet with different objectives which complement themselves. Marketing is concerned with identifying the unfulfilled necessities and desires through a channel of communication, a relationship or trust. The item sales invests in the power of persuasion to show the advantages and benefits of that being offered, that marketing has already worked on, convincing the target audience to accept or buy what they want. In the sales stage, marketing doesn't exert any influence since, from the beginning, it has fulfilled the task of tweaking the interest for that offered or of letting the client know about the company. The salesperson will compete to persuade the person to acquire the best service or product which the marketing has already prepared, since not everyone makes the decision to buy on their own volition.

Administrators, when they are oriented towards sales, generally see the consumers as an impediment to business, that is, they consider that if the consumer at least was aware and learned to appreciate the “marvelous features” of the product that the organization offers, their sales would increase considerably. The lack of sales is merely a blip in communication, given the erroneous belief that the organization has to assume that it makes available what is of interest to the consumer, to know what he wants or should want. On this subject, Drucker (1997, p. 54) warns that: “In fact, this is the problem with many organizations oriented towards sales or the product; they think they have such a good product that they don't understand why people are not running to buy and use it”.

In the context of the library, this can be seen when the librarians always use marketing as a tool to persuade and convince the public that what they offer is valuable and should be honored. From this point of view, librarians who don't consult the user, delude themselves when they think they are applying the orientation of marketing, when they research the best channels for publicity to inform and convince a public that is resistant to give value to their products and services. Thus many of them seem to suffer from “ocular anorexia”, since even as they are losing ground to other means of communications, they continue to believe that

everything is fine; it's the others who are not getting the picture and don't realize nor take advantage of what they have prepared so well for their public.

This fact harbors a relation with Information Science in regard to the cognitive paradigm as it associates the internal desires and necessities of the user with the systems, without considering the social questions experienced by the individual. The interest of both the areas did not encompass the client, in terms of adjusting the services to him. Capurro (2003), warns that the cognitive essence relegates the social and material structures of human existence to secondary importance, and considers information as something separate from the user and sustains itself on the processes of information to know about the transformation they are exerting, or not, on the user, who is understood as a cognizant subject, a holder of mental models.

In practice, it can be noted that the greatest interest does not reside in creating specific products for the users, but in understanding how he thinks, pushing to the side questions about his social practices. The author further analyzes the user seeking information from a necessity, allied to the insufficient knowledge that he has to resolve his problem. From this perspective, the user will consume what the librarian chooses for him and the channels of distribution are indispensable tools to mediate this process, acting as promotion for its supplies. Frohmann (1995 *apud* Capurro, 2003) called the cognitive paradigm reductionist, idealistic, and asocial since:

[...] it relegates the social processes of production, distribution exchange and consumption of information to a numerical level, indicated only for its effects in the representations of atomized image generation. The social construction of the informative processes, or rather, the social constitution of the necessities of the users, of the archives of knowledge and the schemes of production, transmission, distribution and consumption of images are excluded from the librarianship and Information Science.

When analyzing the causes of stagnation and bankruptcy to American companies, Levitt (2007) questions this type of traditional orientation and classifies it as “shortsightedness in marketing¹.” For him, the success of the company depends on good client relations and not just producing and selling.

¹*Shortsightedness in marketing* is an article by Theodore Levitt, published in 1960, by *Harvard Business Review*, and is often cited in the context about the dangers caused by a lack of vision of the administration to the real necessities of the market. His principal point is in the use of the imagination in marketing to confront the self-limiting consequences of companies which seek excellence in a conventional manner with conventional things.

4 ORIENTATION FOR MARKETING X SOCIAL PARADIGM

Finally, the function of marketing starts to be understood as a way to satisfactorily respond to the explicit or implicit necessities of the consumer, and products are developed for the solution of specific problems. (SILVEIRA, 1992). Based on Amaral (2011), it doesn't matter what the organization is, even a library, when oriented towards marketing, its primordial task is to determine the necessities and desires of its target audience to satisfy them with a suitable design, good communication, distribution and offering a competitively viable price. Therefore, we understand that the business of the library is to disseminate representative information, in an accurate and impartial manner, with strategies focused to satisfy or exceed expectations.

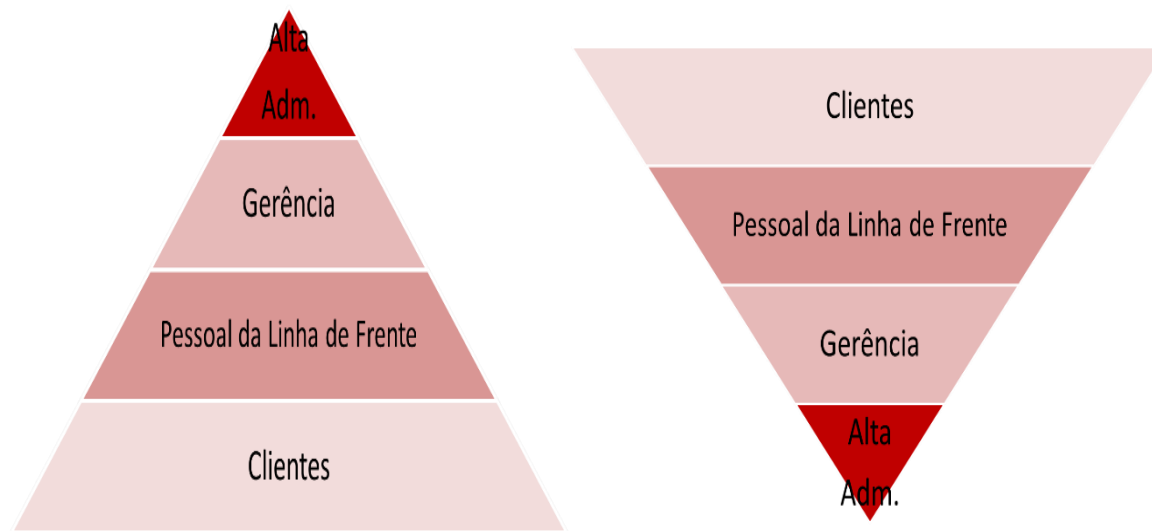
The focus or philosophy of marketing, based on the symbiosis of production and sales, starts to gear itself to know and service the necessities of the client, a change that determines a re-dimensioning as to the understanding of marketing itself. Scholars conventionally call this type of approach – the Era of Marketing – The Concept of Marketing, considering that many new concepts coming from areas such as Psychology and Sociology were introduced into the field in order to identify the behavior and satisfaction of the consumer.

The era cited was characterized by the necessity of the companies to maintain their business over the long-term, and cultivate stable relations with their consumers. According to Richers (2000), the diffusion of marketing, even in Europe, was relatively slow, and started to be more accepted after the Second World War. The concept came from the advancement of global industrialization, which increased competition among companies in the dispute over markets. With this came the clients' power of choice, which instigated the companies to adopt measures to satisfy them: all the services should be produced based on their desires and necessities.

The companies, recognizing that the final purchasing decision was in the hands of the clients, came to adopt practices such as research and analysis of the market, and making products suitable to the characteristics and necessities of the clients, as well as communicating about the benefits of the product in mass vehicles, the promotion of sales and the diversification of the channels of distribution. (LIMEIRA, 2003, p. 2)

Thus, there was a radical change in the organizational structure of the companies who come to understand the client as the “soul of the business.” And to satisfy them or even go beyond their expectations, the traditional organogram of companies was considered obsolete, as the pyramids below show:

Figure 1 – Traditional organogram versus organogram of the company oriented towards the client



Source: Adapted from Kotler and Keller (2006, p. 139)

The first pyramid shows the structure of the conventional organogram where the high administration is at the top, then comes the management and the personnel on the front line with the clients on the bottom. The new conception – attention to the client – is reflected in the second pyramid where the clients appear at the top, followed by the personnel on the front line, which have direct contact with the clients: below are the managers, whose task it is to give support to the personnel on the front line, to ensure good service for the clients; at the base is the high administration, whose function is to hire and support the managers (KOTLER; KELLER, 2006). It can be added that all the segments mentioned should be involved in knowing and understanding the clients.

In 1969, Kotler and Levy proposed the transposition of the concept of marketing to apply on non-profit organizations, when they identify the similarities with those for-profit ones, after analyzing a study about the performance achieved by American non-profit institutions. However, some of their peers rejected such a transposition. Cobra (1997, p. 23) affirms that professor Luck published an article in a journal declaring that “[...] marketing should be limited to activities that result in market transactions.” Kotler and Levy reacted to Luck’s critique, accusing him of a new form of shortsightedness, from which they deepened their ideas about the subject. In 1972, Kotler published an article entitled *A generic concept of marketing* which became a classic by affirming that the subject could also be applied in non-orthodox organizations. From there, non-profit institutions, such as religious entities, public organizations, political parties and other correlated entities came to adapt to the realities of the strategies of marketing.

The broadening of the focus to non-profit organizations gave rise to emergence of the term Social Marketing, coined by Kotler and Zaltman in 1971, to refer to the relation of his techniques with the publicizing of a cause or social behavior to support a given social program. According to Kotler and Keller (2006, p. 719): “The social marketing campaigns can have as their object the change in cognition, values, actions or the behavior of people”. In a library, the cognitive campaigns could explain the importance of preserving the archives and the action programs could be disseminated to attract and motivate the public to frequent the library, and the value campaigns help to demystify the idea that libraries are merely a place to study.

During the 1990s, the technological progress favored management in a network of relationships with the clients when more effective marketing strategies and programs were implemented, thanks to the emergence of data bank management systems. The internet and e-commerce emerged as a new channel of communication which generated a new revolution in the logistics of access, dissemination and the use of information.

However, in addition to the confusion of terminology, Amaral (2011, p. 95-96) observes that,

[...] the environments of information, after the emergence of the internet and with the evolution of the social Web, confront barriers to increase the supply of information with suitable use of the potential of the available technological resources.

All this reinforces the innovative idea that the unit of information needs to be seen as a company inserted into the business of information, since information is a raw material for the generation of knowledge and both are intangible assets of the strategic relevance in the evolution of the society.

Marketing sees information as an indispensable input to understand the preferences of clients; and the comprehension of its techniques allows cooperation for assertive management, helping in the development of actions, products and services and strengthening the final results.

It comes from the principal that the marketing of information is a management process capable of contributing to guarantee the future of the library and other information units, as an innovative and creative activity, which involves the planning, execution and control of the conception, determination of the price, the promotion and distribution of ideas, products and information services. This exchange with users not only should satisfy their current necessities, as well as those of the consumers of information products and services that are offered. Recent thinking about information marketing suggests that the task of the library is not only to provide the momentary information necessities but also to innovate with the offering of information products and services capable of meeting the interests of the client in the future. (AMARAL, 2011, p. 96)

Among this plethora of innovations, the services to attend to the needs of the client and Customer Relationship Management (CRM) ushered in the management of the relationship

with the clients on a large scale, leading several scholars to characterize this period as one of the constant search for mass personalization. (SANTOS *et al.*, 2009).

Within this context, it is impossible to omit social networks, now part of library life, especially Facebook, Twitter, blogs, Instagram and FLICKR, this “[...] one of the storing platforms, making available the sharing of photos to internet users, which seems to be one of the most successful types of platforms and contents within the context of Web 2.0” (LEITÃO, 2010, [p. 1]). Regarding Flickr, it opportunely highlights the experience of the Art Library of the Calouste Gulbenkian Foundation in Portugal, whose sought after and obtained result was characterized by the “[...] significant increase in knowledge and use of available photographic collections and the attraction of a new public.” (LEITÃO, 2010, [p.1]). Currently, the social networks themselves ally their original role of personal relations between communities of interest to the placement, sale, survey and exchange of information about an array of products, from industrial to artisanal, a practice corroborated by techniques of localizing clients using search engines like Google.

Another tendency identified was the affirmation of the practice of social marketing, which at times was transformed into competitive advantage for organizations when giving aid to the client when he is deciding of a purchase, offering him “something extra”, based on social responsibility and the concern for the common welfare.

This last stage of marketing had as its target the mutual valorization of permanent relations with competitors, the channels and the clients, resembling the third and last paradigm of Information Science, whose objective was to integrate the physical and cognitive approach with the social constitution of the individual, to construct an ideal model which benefits everyone involved in the process. This is the social paradigm from the 1970s, advocated by Jesse Shera.

For this paradigm, the necessity of the community is what needs to determine which services the librarian should offer to the public. Therefore, registered data in an information system should be the fruit of the prior knowledge or interest of the user, through his active participation, interlaced into the social fabric that sustains him. “Such an activity proceeds not only from his consciousness or from his mental model, but from his prior knowledge and interests.” (CAPURRO, 2003, p. 10). For Matheus (2005, p. 159), “[...] the social approach would study the user and his interactions with the system, as well as different groups and social contexts, within organizations or communities”.

Even though this dividing line between the stages in the evolution of marketing is tenuous, the changes in attitude are visible, where social responsibility, ecological consciousness and collective commitments come to be discussed with more emphasis. Moreira (2006) signals that we could be living in a fourth moment, according to published

articles that discuss a new period, whose emphasis is on the society and no longer on the client.

The concept of marketing has been evolving since its emergence. This broadening and these theoretical-operational redefinitions are a consequence of the evolution of the society itself which influences its multidisciplinary aspects. The evolution of business practices motivated by the global economic, social, political and technological dynamics, is what allows new judgments for applications.

Within this spectrum, some market-related techniques can be mentioned, which can be used: analysis of the environment, the consumer, the competition; market research; the segmentation of the market; and the systems of marketing information. In terms of the principles strictly related to the market-related approach, there is the intelligence of marketing, the quality, the value added and the relationship. Another important aspect is to accompany the evolution of the society and in this way, marketing itself. By accompanying the possibility of the use of new technologies, direct marketing occurs as does e-commerce and the action of marketing in cyberspace.

Taking up once more the approximation of the field of marketing with the epistemological paradigms of Information Science, even though this is still an incipient approach, it is considered necessary here the analysis of the distortions associated to the practice of marketing in units of information, due to the similarities analyzed in each one of the stages of the two areas of study. Both of them have their histories divided into three distinct and encompassing phases, influenced by the historical-scientific context, the predominant theories and available technologies of their time. Their concepts are concretized as the paradigms are revised, although the new practices do not eliminate the previous ones. They often complement each other and what determines the choice of one or the other is the objective that is desired to be reached, an idea reinforced in what follows: “In this way, it is possible to understand that earlier approaches continue to be essential for the study of the problems associated with information, due to the different aspects analyzed by each one”. (MATHEUS, 2005, p. 159)

An abridged table follows with the aim of showing the continual evolution in the definition of the term marketing, observing the establishment of its own relation with the evolution of society itself, keeping in mind that the market develops and generates the necessity to conceptualize it in an increasingly broad manner.

Table 1 – Evolution of the definition of Marketing

Author	Year	Definition of Marketing
American Marketing Association	1948	The execution of business activities which deliver the flow of merchandise and services, from the producers to the final consumers.
American Marketing Association	1960	The performance of business activities which direct the flow of goods and services from the producer to the consumer or user.
Lester Wunderman	1961	Direct marketing is the first application to be accepted, sustained by supply and the publicizing of their products and services through the sending of printed catalogues sent by post, email or other means of communication.
Ohio State University	1965	The process in the society through which the structure of demand for goods and services is anticipated, covered by and satisfied by the conception, promotion, exchange and physical distribution of goods and services.
Philip Kotler e Sidney Levy	1969	The concept of marketing should also include non-profit institutions.
Philip Kotler e Gerald Zaltman	1971	Social marketing is the creation, implementation and the control of programs calculated to influence the acceptability of social ideas involving considerations such as the planning of the product, its price, communication, distribution and market research.
Leonard Berry	1983	Relationship marketing is the task of creating strong consumer loyalty, creating long-lasting relationships and administering them for mutual benefit.
Bernd Schmitt	1999	Experiential marketing focuses on the sensation that the products and services can provide to the clients and not only for the necessities of the consumers, and the benefits which the products can offer to the consumer.

Source: Elaboration of the authors

The union between the stakeholders involved in Marketing and the Science of Information tends to resolve the common problems relative to methods, uses and paradigms involving the two disciplines. For Bonifácio (2015), after an analysis of the content in terms of possible interdisciplinary exchange between the two fields, the use of marketing techniques within the Science of Information is one of the possible approaches for technical proposals and methodologies which mitigate these problems.

On the basis used for this research, it was clear that Information Science acts in perfect harmony with Marketing. These and other arguments can be noted through the growing interest in Marketing Studies in Information Science. In the end, as Le Coadic affirms (1994, p. 82),

Information Science has as its object of study the general properties of information (nature, gender and effect) or rather, more precisely, the analysis of the processes of construction, communication and use. And the conception of the products and systems which permits its production of products, systems, communication, storage and use.

Can we devise marketing without the analysis of the processes of construction, communication and use of information? This question is concluded by seeking the response of two authors: Kuehl (1973) considered the utility of marketing for the study of the information necessities of the users, by identifying the common bases with Information Science, in terms of the satisfaction of the necessities of the user, by means of exchange; and Hewis (1990) affirms that in both Information Science and Marketing the common objective is to satisfy the necessities of the users/clients.

5 FINAL CONSIDERATIONS

Research shows the points of linkage between the development of Marketing with the paradigms of the Science of information, showing that despite having convergence between the two fields, very little is discussed about the interdisciplinary cooperation within the scope of the Science of information. Unfortunately, when it does occur, in general it is done in a superficial manner, and there is even resistance in terms of the interchange between the two techniques, concepts and methods used in the service of the Science of information whether through lack of knowledge, or the resistance and other priorities assumed by the researchers in the area.

We agree with Amaral (2011) when he says that the lack of studies has to do with recent conceptual transposition of Marketing to the field of the Science of Information, which perhaps justifies the low quantity of researchers from this area studying marketing.

Knowing the history and development of Marketing, seeking to bring it closer to the paradigms of the Science of Information means the possibility of knowing and interpreting the definitions, transposition of concepts, theories, marketing methods and strategies, which are little by little being studied within the scope of the Science of Information.

The intention is to approximate the two disciplines is to avoid the overlapping of efforts and promote reciprocal absorption of contributions that both do, both from a theoretical point of view as well as in the practice of information management.

The analysis of diverse definitions about marketing which have emerged over time, opens perspectives to show its capacity to offer theories and models to the science of information and vice-versa, given that both have a common concern: the satisfaction of the user and the information, although with different foci, but not for this reason divergent. This because the essence of the two areas is information, and therefore seeks to respond to and service the desires of diverse social groups, by endeavoring to satisfy the individual and collective informational necessities.

Considered thus, the interdisciplinary character of Information Science, when analyzed from the angle that information is the base of knowledge, and that Marketing lacks information to obtain knowledge about the client, it can be considered fundamental for Information Science.

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