



# Marketing para seres humanos: 1 (Spanish Edition)

*Mariá Moreno, Mauricio Oppenheimer*

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**Marketing para seres humanos: 1 (Spanish Edition)** Mariá Moreno, Mauricio Oppenheimer  
Marketing para Seres Humanos percibe que el viejo mundo de los negocios, el mundo de las relaciones entre empresarios y consumidores, está cambiando y lo está haciendo profundamente. Y se ha lanzado a la apasionante aventura de tratarde construir un nuevo mapa que permita la orientación en ese nuevo mundo que ya está sustituyendo al viejo. En este nuevo mundo, en el mundo del siglo XXI, las personas van a ocupar el lugar central. Es un mundo donde el ser humano va a alcanzar su pleno sentido también en la actuación de las personas en las relaciones económicas. Marketing para Seres Humanos realiza un amplio recorridopor el planeta y muestra numerosas pistas, claras de que todo eso puede ser así, de que todo eso va a ser así. Sobre todo si las personas, las que consumen, las que dirigen las organizaciones, las que trabajan en ellas, sitúan su humanidad en el primer lugar de su agenda. Justamente humanizar es la idea clave para los autores de este libro. Si hasta ahora el marketing ya ha tratado de individualizar y personalizar su actividad, ellos proponer ir más allá: llegar hasta su humanización. Es así de sencillo, así de humano. INDICE  
RESUMIDO: Elementos dinamizadores del Marketing de Seres Humanos (MSH). Una nueva realidad necesita un nuevo mapa: construyendo el mapa de MSH. La igualdad de posiciones de la oferta y la demanda. Dos actitudes vitales: transparencia y honestidad. La construcción de comunidades sostenibles, perdurables: esa es la promesa de MSH. Otra línea de horizonte necesita otro mapa. Personas y recursos. Oferta y demanda: una separación irreal. Personas y no simplemente consumidores. Círculo de personas. Personas y roles. La persona cuando asumen el rol de accionista/empresaria. La persona cuando asume el rol de cliente. La persona cuando asume el rol de empleada. La persona cuando asume el rol de proveedora. Creando el sistema MSH en la organización. Los elementos aéreos, etc

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