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Il marketing (termine inglese, in italiano anche commercializzazione o mercatistica o mercatologia) è un ramo dell'economia che si occupa dello studio e descrizione di un mercato di riferimento, ed in generale dell'analisi dell'interazione del mercato e degli utenti di un'impresa.Il termine deriva da market cui viene aggiunta la desinenza del gerundio per indicare la partecipazione attiva ...

Marketing - Wikipedia

Para Kerin, Hartley y Rudelius, el empaque es "cualquier contenedor en que se ofrece un producto para venta en que se comunica la información de la etiqueta" [3]. Según Fischer y Espejo, el empaque "se define como cualquier material que encierra un artículo con o sin envase, con el fin de preservarlo y facilitar su entrega al consumidor" [4].

El EMPAQUE - Marketing-free.com

En la actualidad, la "etiqueta" es una parte fundamental del producto, sirve para identificarlo, describirlo, diferenciarlo, dar un servicio al cliente y por supuesto, también para cumplir con las leyes, normativas o regulaciones establecidas para cada industria o sector.En ese sentido, en el presente artículo se explicará para fines de marketing, qué es una etiqueta, sus tipos, funciones ...

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