Abstract
When one watches the interior of the organization, it is necessary to write down that the supervisory anxiety by the utilities seeds obstacles in the optimization of many objectives, in addition, of the rate of work and the division of the time that can to be, no human. This style of direction either, has not left of side the taylor’s customs, which see the man with a mechanist approach. The study object arises from the necessity to know how the marketing in the great manufacturing companies of the Valley of Aburrá is administered. To detect if in these companies a marketing with an approach practices humanist, where the man like collaborator, is the most important element, sight like aim.