

EDITORIAL

This edition is special in nature and content.

It is special in nature because it focuses on marketing development and knowledge. It is characterized, therefore, as an issue addressed to researchers and students in the area of Marketing and Management, and to professionals who develop their businesses activities directly or indirectly connected to marketing concepts.

For the content it is special due the papers, presented here, were written by researchers with the highest level of qualification in Marketing in Brazil. Thus, the suggested reflections naturally focus on specific and distinctive locus in the discussion held so far on this subject.

For construction of this special edition, with exiguous time, 136 emails were exchanged between editors and authors; 111 days since the first conversation about the idea of launching this specific issue, focusing on production and knowledge of Marketing, discussing the relevance of qualitative and quantitative research, evolving 16 professionals, researchers, writers and translators. Beyond numbers, the fact is that it is a special issue about the laborious development and sharing of Marketing knowledge, with physical and mental efforts. This edition followed the axiom of unknown authorship (and widely circulated on the Internet as being a disparate between Confucius and Warren Buffet): "Do what you like and you don't have to work a single day in your life." The effort was rewarded with the sophistication and depth of the papers published. Hopefully the reward is, for everyone, as fruitful as it was for our team. To the authors, a formal gratitude is a bit, because it is not enough to translate the editors' requirements. Even so, thank you.

This edition followed a reasoning that we believe is logical: we started with a paper, of an international author, about qualitative and quantitative research methods, expanding possible dimensions of discussion; then two authors wrote about one of these research method, defending individual point of view on the subject; a third author, after contacting both points of view, wrote about the two methods, enriching the discussion and weaving propositions; another author discussed publications about both methods of research; ending the discussion, authors spoke about what "knowledge" is and its connection with the area of Marketing.

This edition begins with the paper entitled "Qualitative vs. Quantitative Research in Marketing," written by Russell W. Belk (Kraft Foods and York University). This recognized international author deals about qualitative and quantitative researches in the area, allowing us to understand the primary differences between one and another type. Focusing his activities as Marketing executive, he presented interesting dialogs with the market.

In the second paper, "Prospects and limits of qualitative research in the production of knowledge in Marketing", the author David Giovanni Francisco Vieira presents an overview of recent publications about Marketing in Brazil. He points out perspectives of knowledge production in the area, and discusses the use of qualitative research to the highlight of the Brazilian scientific production about Marketing in major research centers in the world.

In the third article, "Prospects and limits of quantitative research in the production of knowledge in Marketing: the metaphor of the padlock," the author Solomon Alencar de Farias suggests a discussion about relevant aspects of the quantitative approach to scientific inquiry.

In the fourth article, "Perspectives, advances and resistance in the production of knowledge in Marketing," the author Eduardo André Teixeira Ayrosa presents a reflection about the duality established among researchers, basically the qualitative and quantitative research. He concludes the discussion claiming the need of training PhDs and teachers with more divergent views.

In the fifth article, "Tell me what you publish and I will tell you who you are: Prospects and resistance in the publication of knowledge production in Marketing," author John Philip Rammelt Sauerbronn suggests that published knowledge about Marketing may be distant of being relevant to the society. He discusses the reasons why this occurs and proposes, at the end, a full discussion to recover the relevance of the marketing area.

In the sixth paper, "Marketing: Management and scientific knowledge," the authors Richard Perassi Luiz de Sousa, Thiago Meneghel Rodrigues and Roberto Carlos dos Santos Pacheco seek to settle any possible gaps in the reading of articles and in the discussion of what the word "knowledge" means in the field of Marketing, with an interdisciplinary point of view. They conclude suggesting possibilities of knowledge application fields in social practice.

We hope you have an excellent reading and that this edition serves to a reflection of researchers and professionals in Marketing, but also of all other professionals related to Management.

Prof. Edson Roberto Scharf, Dr. e Prof. Gerson Tontini, Dr.
Revista de Negócios Editors

In time: this edition had fundamental participation of Prof. Francisco Giovanni David Vieira (UEM), contacting Prof. Belk and discussing the initial conceptual lines of the edition. It is possible that this edition would not be published, in the way it is, without his cooperation.