Critical Marketing: Issues in Contemporary Marketing
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DESCRIPTION

Focusing on a new and developing field, this text provides an overview of the development of marketing thought and the emergence of critical marketing. It covers a range of topics important to a critical marketing or contemporary issues in marketing course, including a number of topics (e.g. postcolonialism and marketing) previously not examined in detail in marketing.

FEATURES

• Includes seminal journal articles that marketing academics find hard to obtain

• Also contains original commentary from leading academics in the critical marketing field

• With the increasing emphasis on the need to view marketing practice in its wider political, cultural and social context and the desirability of studying the impact of marketing from multiple perspectives (e.g. managers, consumers and citizens), there is currently no single text that fills this gap from a distinctly critical approach