DESCRIPTION

This thought-provoking book chronicles the evolution of marketing theories and the rationales behind them. The authors present a typology for the twelve schools of marketing thought, and describe a comprehensive metatheoretical framework based on six basic criteria. They also develop a list of concepts and axioms useful in generating a practical theory of marketing. References are extensive and include many pioneering, seldom-cited works. Graduate students and marketing professionals will find this a stimulating and practical work.

ABOUT THE AUTHOR

Jagdish N. Sheth is the Charles H. Kellstadt Professor of Marketing at the Goizueta Business School of Emory University. He was a prominent member of the core team during the initial years of the Indian Institute of Management Calcutta, the first Indian Institute of Management. David M. Gardner is the author of Marketing Theory: Evolution and Evaluation published by Wiley.
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