



Critical Marketing

Pauline Maclaran, Michael Saren, Christina Goulding, Richard Elliott, Miriam Caterall

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Critical Marketing Pauline Maclaran, Michael Saren, Christina Goulding, Richard Elliott, Miriam Caterall Marketing is still widely perceived as simply the creator of wants and needs through selling and advertising and marketing theory has been criticized for not taking a more critical approach to the subject. This is because most conventional marketing thinking takes a broadly managerial perspective without reflecting on the wider societal implications of the effects of marketing activities.

In response this important new book is the first text designed to raise awareness of the critical, ethical, social and methodological issues facing contemporary marketing. Uniquely it provides:

- The latest knowledge based on a series of major seminars in the field
- The insights of a leading team of international contributors with an interdisciplinary perspective
- A clear map of the domain of critical marketing
- A rigorous analysis of the implications for future thinking and research.

For faculty and upper level students and practitioners in Marketing, and those in the related areas of cultural studies and media Critical Marketing will be a major addition to the literature and the development of the subject.

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