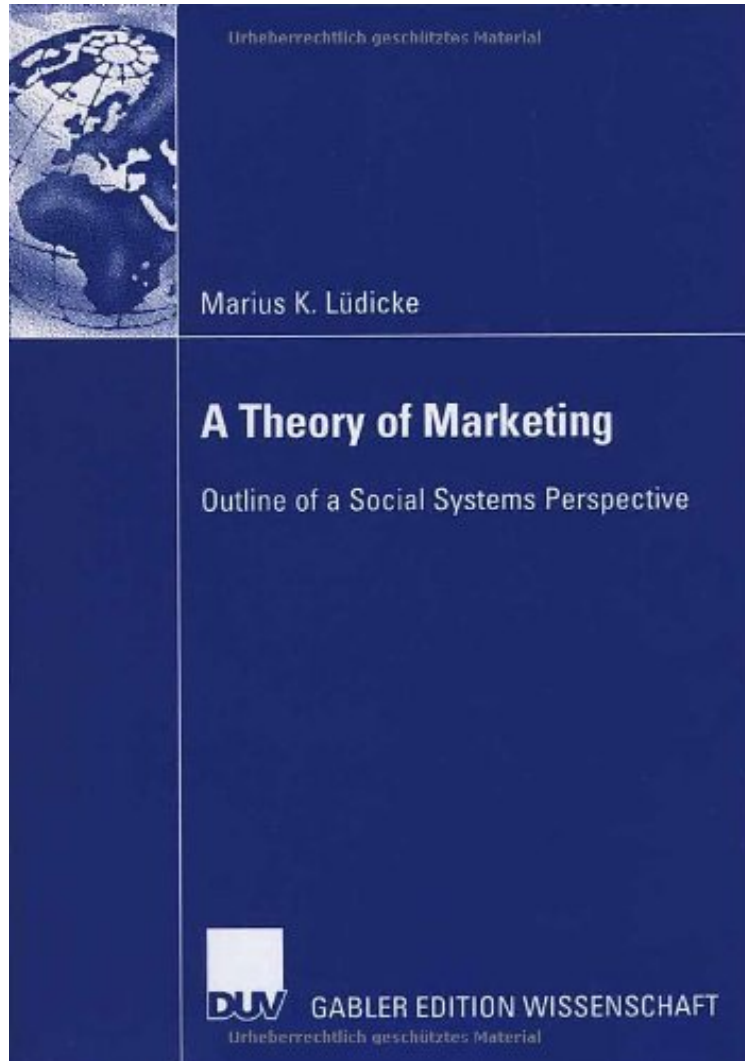


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# A Theory of Marketing: Outline of a Social Systems Perspective

*Marius Luuml;dicke*

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**Marius Luuml;dicke : A Theory of Marketing: Outline of a Social Systems Perspective** before purchasing it in order to gage whether or not it would be worth my time, and all praised A Theory of Marketing: Outline of a Social Systems Perspective:

1 of 1 people found the following review helpful. Very good book.By Joao M. Rocha FilhoThis book is about a very important aspect of marketing: a theory about it. There are many topics in marketing or to say in another way, there are many expertise that people say belongs to marketing. Aspects of branding, logistics, sales, consumer behavior, market forecast, trade market, advertisement, integrated communications, strategic marketing,etc. seems to be under the marketing umbrella, or should not? This books investigates this and other interesting aspects o "the marketing" in order to derive a very interesting theory. I may say it is not simple to grasp it but is good point to start. The author is very frank about the "fire" he may get from the marketing specialist and gurus that populate the business and

management schools around the planet. It makes the book more interesting to read and study.

Marius Luuml;dicke documents and explains the largely abandoned scholarly ambition to develop a general theory of marketing. Drawing on Luhmannian social systems theory the author proposes a fundamentally different comprehensive concept of marketing that fulfills foundational scholarly and managerial requirements in an unprecedented way.