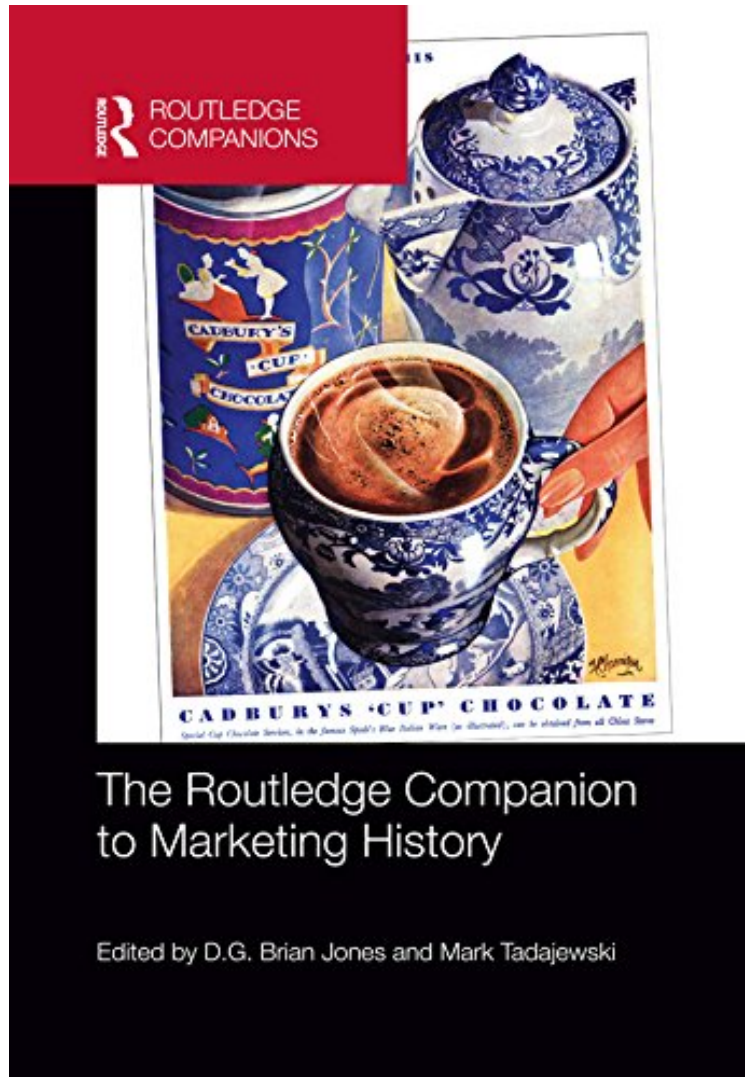


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The Routledge Companion to Marketing History (Routledge Companions in Business, Management and Accounting)

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From Routledge : The Routledge Companion to Marketing History (Routledge Companions in Business, Management and Accounting) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Routledge Companion to Marketing History (Routledge Companions in Business, Management and Accounting):

The Routledge Companion to Marketing History is the first collection of readings that surveys the broader field of marketing history, including the key activities and practices in the marketing process. With contributors from leading international scholars working in marketing history, this companion provides nine country-specific histories of marketing practice as well as a broad analysis of the field, including: the histories of advertising, retailing, channels of distribution, product design and branding, pricing strategies, and consumption behavior. While other collections have provided an overview of the history of marketing thought, this is the first of its kind to do so from the perspective of companies, industries, and even whole economies. The Routledge Companion to Marketing History ranges across many countries and industries, engaging in substantive detail with marketing practices as they were performed in a variety of historical periods extending back to ancient times. It is not to be missed by any historian or student of business.

'These intriguing surveys of marketing history cover a broad geographic, conceptual, and historic range and should pique curiosities to learn more about the interlinked patterns of trade, marketing, and consumption that have long shaped our world.' - Russell Belk, York University Distinguished Professor of Marketing and Kraft Foods Canada Chair in Marketing, Canada
'Brilliantly conceptualized, expertly researched, and well written, The Routledge Companion to Marketing History offers cutting-edge essays on historical and international aspects of marketing theory. This important book should be required reading for scholars in marketing and consumer-related fields!' - Inger L. Stole, Professor of Communication, University of Illinois at Urbana-Champaign, USA
'Both marketing academics and students are showing an increasing interest in understanding the historical background of marketing practice and marketing thought. Brian Jones and Mark Tadajewski have done an outstanding job of preparing a volume that is truly a "companion" for advancing historical scholarship and historical understanding.' - Shelby D. Hunt, The Jerry S. Rawls and P.W. Horn Professor of Marketing, Rawls College of Business Administration, Texas Tech University, USA
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