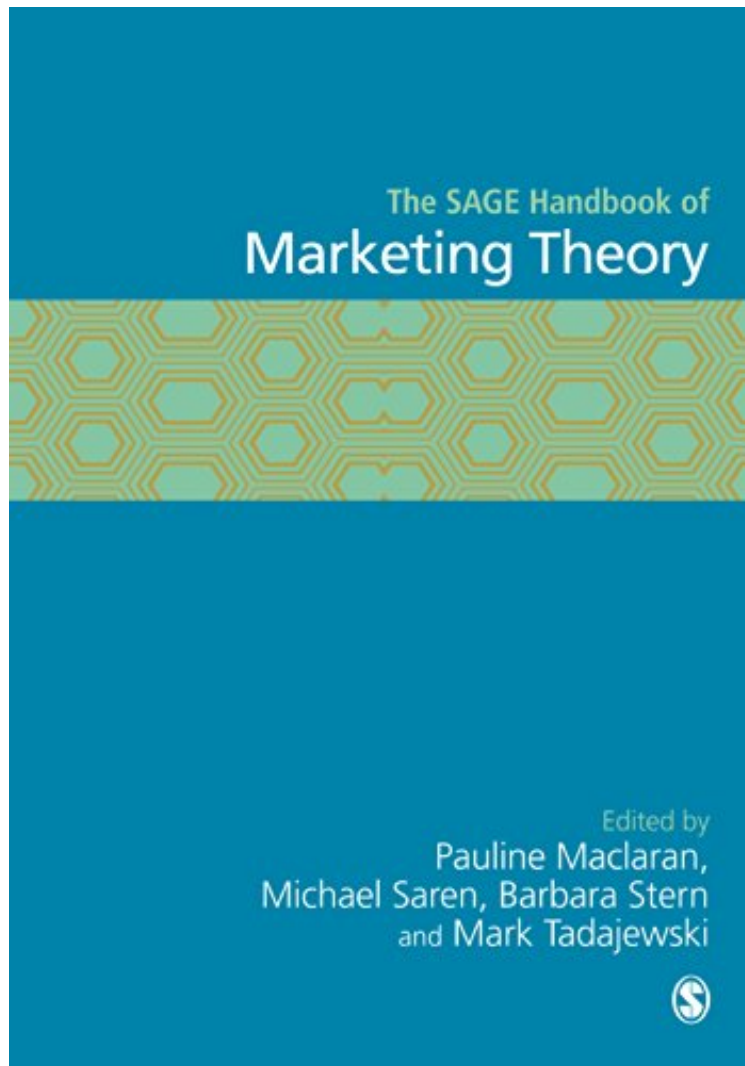


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The SAGE Handbook of Marketing Theory

Pauline Maclaran, Michael Saren, Barbara Stern, Mark Tadajewski
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Bringing together the latest debates concerning the development of marketing theory, featuring original contributions

from a selection of leading international authors, this collection aims to give greater conceptual cohesion to the field, by drawing together the many disparate perspectives and presenting them in one volume. The contributors are all leading international scholars, chosen to represent the intellectual diversity within marketing theory. Divided into six parts, the Handbook covers the historical development of marketing theory; its philosophical underpinnings; major theoretical debates; the impact of theory on representations of the consumer; the impact of theory on representations of the marketing organisation and contemporary issues in marketing theory.

"This panoramic and provocative account of explanation and understanding in marketing will engage the academic audience without discouraging managerial readers. The authors balance inquiry into historical precedent and contemporary context to very practical effect. This volume is long overdue, and should help guide our enterprise well into the future."--John F. Sherry Jr., Raymond W., Kenneth G. Herrick (02/09/2010)"The SAGE Handbook of Marketing Theory confronts the ideological underpinnings of contemporary marketing. Marketing thought should not only be about serving the managerial interests of corporations through technocratic teaching and research based upon Western notions of the consumer . Marketing theory can take many forms and, as discussed in several good historical chapters, is very much a product of time and place. With contributions from top-shelf marketing scholars from around the world, this book promises to be a seminal addition to the literature."--Terrence H. 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corporations through technocratic teaching and research based upon Western notions of the "consumer";. Marketing theory can take many forms and, as discussed in several good historical chapters, is very much a product of time and place. With contributions from top-shelf marketing scholars from around the world, this book promises to be a seminal addition to the literature." (Terrence H. Witkowski 2010-02-09)"It is now well recognized that the field of marketing lags behind in comprehensive theory development. This Handbook satisfies the many calls within the marketing academy for a greater emphasis on marketing theory that is bold and imaginative. By bringing together in one volume key debates and perspectives on the development of marketing theory, it provides an essential resource for scholars in our field." (Alladi Venkatesh 2010-02-09)About the AuthorPauline Maclaran is Professor of Marketing Consumer Research in the School of Management at Royal Holloway. She joined in September 2008, having moved from Keele University where she was Professor of Marketing. She is a Member of the Chartered Institute of Marketing, the Academy of Marketing and the Association for Consumer Research, and a Fellow of the Higher Education Academy. Prior to becoming an academic she worked in industry for many years, initially in marketing positions and then as a founder partner in her own business, a design and marketing consultancy. During this time she worked with a broad spectrum of public and private sector companies. Currently her main teaching areas are Consumer Behaviour and Contemporary Issues in Marketing Consumer Research. Her research interests focus on cultural aspects of contemporary consumption, and she adopts a critical perspective to analyze the ideological assumptions that underpin many marketing activities, particularly in relation to gender issues. Her work also explores socio-spatial aspects of consumption, including the utopian dimensions of fantasy retail environments, and how the built environment mediates social relationships. In 2002 she co-chaired the ACR Gender, Marketing Consumer Behavior Conference and in 2010 the European ACR Conference. She has also co-organised two ESRC sponsored seminar series on Critical Marketing and Motherhoods, Markets and Consumption. She has just finished co-editing a book entitled Consumption Spirituality with Dr Diego Renallo, Bocconi University, Milan and Professor Linda Scott, Saïd Business School, University of Oxford. Currently she is working with Professor Cele Otnes, University of Illinois, on a book for California University Press entitled, Tiaras, Tea Towels and Tourism: Consuming the British Royal Family.Mike Saren previously held chairs in marketing at the universities of Stirling and Strathclyde and was awarded an Honorary Fellowship of the UK Academy of Marketing in July 2007. He was a convener of the marketing streams at the Critical Management Studies Conferences, 1999-2011; and one of the founding editors in 2001 of the journal "Marketing Theory"; (Sage Publications). Also co-editor of books on Rethinking Marketing, (Brownlie et al, 1999, Sage) and Critical Marketing: Defining the Field (Saren et al, Elsevier, 2007). His introductory text is Marketing Graffiti: The View from the Street (Saren, 2006, Butterworth Heinemann).I have previously taught at the Universities of Leicester, Essex and Strathclyde and my research interests are fairly eclectic. I continue to engage in research related to the history of marketing, with a specific focus on the influence of the Cold War on marketing and advertising theory. An on-going stream of research deals with racism and eugenics in marketing theory, thought and practice. Suffice to say, these are just a sample of what is presently occupying my attention.