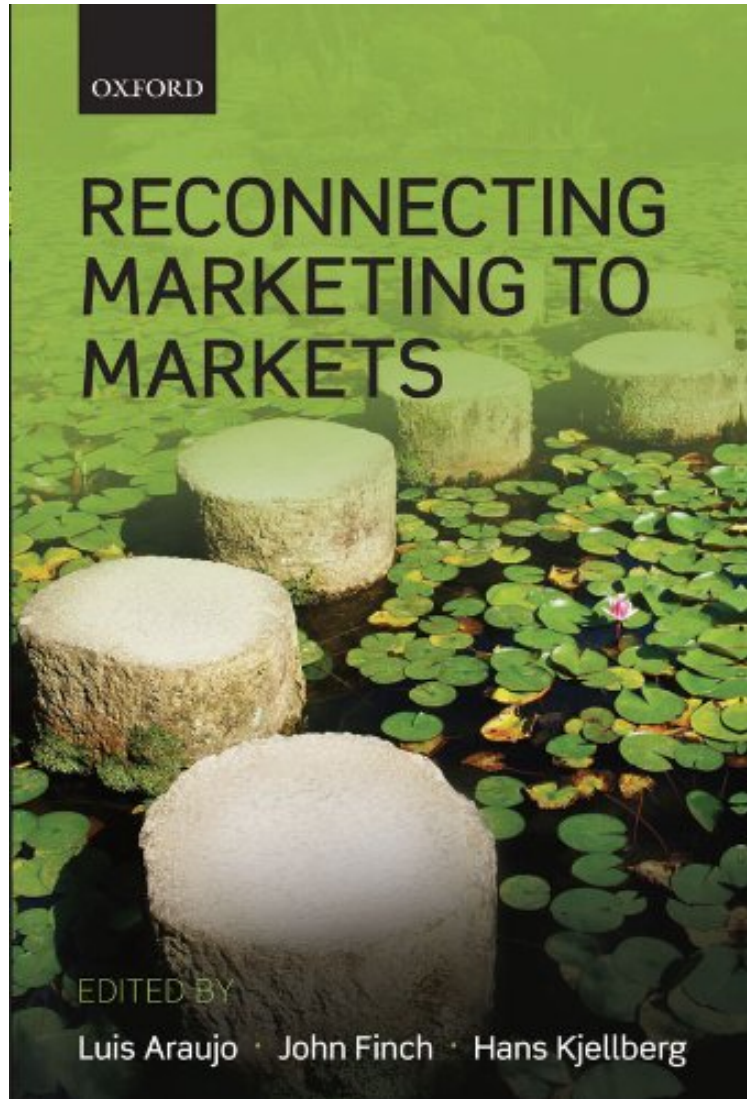


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Reconnecting Marketing to Markets

Luis Araujo, John Finch, Hans Kjellberg
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The historical link between marketing and markets, prevalent until the 1960s, has given way to the view of marketing as a portable set of tools applicable to markets and non-markets alike. By re-establishing the connection between the two, this book examines the argument that marketing produces markets: marketing practices and theories play a very significant role in the production of markets and the kinds of entities and phenomena that populate markets. This interdisciplinary book brings together theoretical and empirical contributions from marketing and economic

sociologists to analyse and develop novel approaches to interpreting the relationship between marketing theory, marketing practices, and markets across a variety of market settings and countries.

"This well-written, empirically grounded collection should be seen as the beginning of a conversation about the relationship between the market and marketing practice, and provides scholars in marketing and beyond with much intellectual food for thought....essential reading for postgraduate students of marketing."--THESE About the Author Luis Araujo is Professor of Industrial Marketing at Lancaster University Management School. He is mainly interested in business markets, namely the vertical boundaries of the firm and product-service systems. His recent work has examined the role of marketing in market-making and a practice-based approach to markets. John Finch is Professor of Marketing at Strathclyde University. He is researching the development and shaping of business markets, especially given incremental product and service development and the activities of users, sales and marketing personnel, and science and technology specialists. Hans Kjellberg is Associate Professor of Marketing at Stockholm School of Economics. His research interests concern economic organizing in general and the shaping of markets in particular. He is currently engaged in projects on how marketing practices contribute to shape mundane markets and how investment bank practices shape the stock markets.