

The Routledge Companion to Critical Marketing: Rethinking the Theory and Practice of Marketing

The Routledge Companion to Critical Marketing is a comprehensive and authoritative guide to the field of critical marketing. This companion provides a critical examination of the assumptions, theories, and practices of marketing, offering a fresh perspective on the role of marketing in society.



The Routledge Companion to Critical Marketing (Routledge Companions in Business, Management and Marketing) by Hiroyuki Hirano

★★★★★ 5 out of 5

Language : English
File size : 2121 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 523 pages
Screen Reader : Supported



The companion is divided into five parts, each of which explores a different aspect of critical marketing:

- **Part 1: Foundations of Critical Marketing**
- **Part 2: Critical Perspectives on Marketing Theory**

- **Part 3: Critical Perspectives on Marketing Practice**
- **Part 4: Critical Perspectives on Marketing and Society**
- **Part 5: The Future of Critical Marketing**

The companion features contributions from leading scholars in the field of critical marketing, including:

- Russell Belk
- Barbara Biesecker
- Colin Campbell
- Stephen Dunne
- Robert Kozinets
- John Lie
- Jean-Noël Kapferer
- Beverley Skeggs
- Mark Tadajewski
- Christian Wheeler

The Routledge Companion to Critical Marketing is an essential resource for scholars and students of marketing, as well as for anyone interested in the role of marketing in society.

Part 1: Foundations of Critical Marketing

The first part of the companion provides a foundation for critical marketing, exploring the history of critical marketing thought, the key concepts of

critical marketing, and the different methodological approaches to critical marketing research.

- **Chapter 1: The History of Critical Marketing Thought**
- **Chapter 2: The Key Concepts of Critical Marketing**
- **Chapter 3: Methodological Approaches to Critical Marketing Research**

Part 2: Critical Perspectives on Marketing Theory

The second part of the companion provides a critical examination of the major theories of marketing, including consumer behavior, marketing strategy, and marketing ethics.

- **Chapter 4: Critical Perspectives on Consumer Behavior**
- **Chapter 5: Critical Perspectives on Marketing Strategy**
- **Chapter 6: Critical Perspectives on Marketing Ethics**

Part 3: Critical Perspectives on Marketing Practice

The third part of the companion provides a critical examination of the major practices of marketing, including advertising, branding, digital marketing, and social media marketing.

- **Chapter 7: Critical Perspectives on Advertising**
- **Chapter 8: Critical Perspectives on Branding**
- **Chapter 9: Critical Perspectives on Digital Marketing**
- **Chapter 10: Critical Perspectives on Social Media Marketing**

Part 4: Critical Perspectives on Marketing and Society

The fourth part of the companion provides a critical examination of the role of marketing in society, including the impact of marketing on consumer culture, the environment, and social justice.

- **Chapter 11: Critical Perspectives on Marketing and Consumer Culture**
- **Chapter 12: Critical Perspectives on Marketing and the Environment**
- **Chapter 13: Critical Perspectives on Marketing and Social Justice**

Part 5: The Future of Critical Marketing

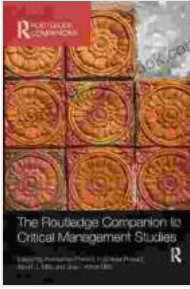
The fifth part of the companion looks to the future of critical marketing, exploring the challenges and opportunities facing the field.

- **Chapter 14: The Future of Critical Marketing**

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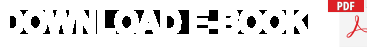
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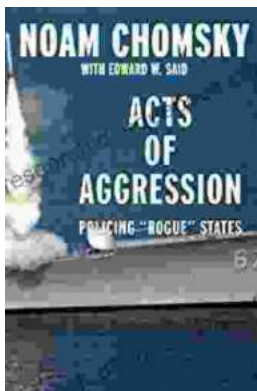
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