

International Perspectives of Marketing Theory (SAGE Library in Marketing)



This four-volume major work brings together the key articles on marketing theory, with a distinctive focus on international developments in the field. In the past few years, the theoretical and conceptual basis of the discipline has been scrutinised and deepened via exposure to alternative ways of understanding marketing and consumer practice. This has occurred as a result of some truly exemplary research being conducted outside of marketing's traditional empirical context; the United States. This major work seeks to engage with this rather underexplored dimension of marketing theory, taking in literature which, for example, situates contemporary business marketing practices in a global context by comparing the systems in West Africa, Argentina, and the United States, while other contributions explore Chinese, Russian and West European practices. This comprehensive, global approach to the topic makes for an invaluable resource for scholars in the field worldwide. Volume One: Performing Marketing Volume Two: Managing Marketplace Relations Volume Three: The Boundaries of Marketing and Consumer Practice Volume Four: Transforming Marketing, Consumer and Society Dynamics

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