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By Dr Vijayalakshmi

Shubhi Publications, 2004. Hardcover. Book Condition: New. First. This volume analyzes the major controversies in the philosophy debates in marketing and is an ideal companion to Shelby Hunts Classic Text, Foundations of Marketing Theory. Using a historical approach this book (a) critically evaluates such philosophical isms as logical positivism, logical empiricism, and relativism and; (b) argues for scientific realism as a philosophy for guiding marketing theory and research. It also shows how the pursuit of truth and objectivity are objectives of marketing research that are both possible and desirable. Specific controversies analyzed in the book include: Does positivism dominate marketing research Does positivism imply quantitative methods Is relativism an appropriate foundation for marketing research Does relativism imply pluralism, tolerance and openness Should marketing pursue the goal of objective research.



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