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Marketing: A Critical Textbook

By Gavin Jack, Matthew Higgins, James Fitchett

Sage Publications Ltd, United Kingdom, 2010. Paperback. Book Condition: New. 240 x 168 mm. Language: English . Brand New Book. Electronic Inspection Copy available for instructors here

Written by a team of renowned experts in the field, *Marketing: A Critical Textbook* provides a unique introduction and overview of critical approaches to marketing. Ideally suited to advanced students of marketing, the book uses examples and real world case studies to illustrate and discuss major alternative and critical perspectives on the subject, enabling students to constructively question the conventional assumptions, concepts and models with which they are already familiar. - Explains and debates key concepts in a clear, readable and concise manner. - Provides practical and innovative demonstrations of abstract and difficult concepts through classroom exercises and individual and group activities. - Includes a glossary of critical marketing terms. - Additional material on the companion website, including a full Instructor's Manual and free access to full-text journal articles for students. Visit the companion website at.



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