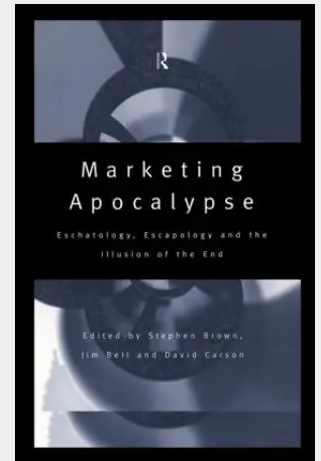


Bell / Brown / Carson

Marketing Apocalypse

Eschatology, Escapology and the Illusion of the End

The present volume of essays examines the extent to which the end of marketing is nigh. The authors explore the present state of marketing scholarship and put forward a variety of visions of marketing in the twenty first century. Ranging from narratology to feminism, these suggestions are always enlightening, often provocative and occasionally outrageous. Marketing Apocalypse is required reading for anyone interested in the future of marketing.



179,50 €

167,76 € (zzgl. MwSt.)

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Artikelnummer: 9780415148221

Medium: Buch

ISBN: 978-0-415-14822-1

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 26.12.1996

Sprache(n): Englisch

Auflage: Erscheinungsjahr 1996

Serie: Routledge Interpretive Marketing Research

Produktform: Gebunden

Gewicht: 635 g

Seiten: 312

Format (B x H): 156 x 234 mm

