Brown / Turley

Consumer Research

Postcards From the Edge

Consumer Research: Postcards from the Edge is a collection of cutting-edge essays by leading exponents of postmodern consumer research from Europe and America. Topics covered include: * chronicle, composition and fabulation in consumer research * postmodern approaches to pluralism in consumer research * marketing in cyberspace * poststructuralism in marketing * semiotics in marketing and consumer research

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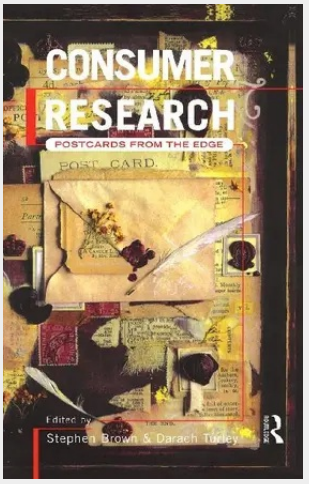

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