This panoramic and provocative account of explanation and understanding in marketing will engage the academic audience without discouraging managerial readers. The authors balance inquiry into historical precedent and contemporary context to very practical effect. This volume is long overdue, and should help guide our enterprise well into the future.

John F. Sherry Jr, Raymond W. & Kenneth G. Herrick, Professor of Marketing and Department Chair, University of Notre Dame

The SAGE Handbook of Marketing Theory confronts the ideological underpinnings of contemporary marketing. Marketing thought should not only be about serving the managerial interests of corporations through technocratic research and teaching based upon Western notions of the “consumer.” Marketing theory can take many forms and, as discussed in several good historical chapters, is very much a product of time and place. With contributions from top-shelf marketing scholars from around the world, this book promises to be a seminal addition to the literature.

Terrence H. Witkowski, Editor of Journal of Macromarketing, Professor of Marketing, California State University, Long Beach

It is now well recognized that the field of marketing lags behind in comprehensive theory development. This Handbook admirably fills the empty niche within the marketing academy for a greater emphasis on marketing theory and self-reflection. By bringing together a wide array of topics critical to the development of marketing theory, it generates an essential resource for scholars in our field.

Abid Noorani, Professor of Management, University of Calgary, Alberta and Former Co-Editor-in-Chief, Consumption, Markets and Culture

This exciting new Handbook brings together the latest in debates concerning the development of marketing theory, featuring all chapters of original contributions from a selection of leading international authors. This collection aims to give greater conceptual cohesion to the field, by drawing together much diverse and provocative perspectives and presenting them in one volume. The contributors are all leading experts in their areas, chosen to represent the intellectual diversity within marketing theory.

Alladi Venkatesh, Professor of Management, University of California, Irvine and Former Co-Editor-in-Chief – Consumption, Markets and Culture

The SAGE Handbook of Marketing Theory

Professor Pauline Maclaran is at Royal Holloway, University of London.
Professor Michael Saren is at the University of Leicester.
Professor Barbara Stern was at Rutgers University.
Dr Mark Tadajewski is at the University of Leicester.
The SAGE Handbook of Marketing Theory
This handbook is dedicated to
the memory of our esteemed colleague,
Professor Barbara Stern.
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