

The Routledge Companion to Critical Marketing: A Comprehensive Exploration of Marketing's Role in Society

The **Routledge Companion to Critical Marketing** provides a comprehensive overview of the field of critical marketing, exploring the role of marketing in society, the impact of marketing on consumers, and the ethical implications of marketing practices.



The Routledge Companion to Critical Marketing (Routledge Companions in Business, Management and Marketing) by Hiroyuki Hirano

★★★★★ 5 out of 5

Language	: English
File size	: 2121 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 523 pages
Screen Reader	: Supported



The book is divided into four parts:

1. **The Foundations of Critical Marketing**
2. **Marketing and Society**
3. **Marketing and Consumers**
4. **The Future of Critical Marketing**

The first part of the book provides an overview of the history and development of critical marketing, as well as the key concepts and theories that underpin the field.

The second part of the book explores the role of marketing in society, examining the ways in which marketing shapes our culture, our economy, and our environment.

The third part of the book examines the impact of marketing on consumers, exploring the ways in which marketing affects our consumption patterns, our self-image, and our well-being.

The fourth part of the book looks to the future of critical marketing, considering the challenges and opportunities that the field faces in the years to come.

The Routledge Companion to Critical Marketing is an essential resource for students, scholars, and practitioners of critical marketing. It provides a comprehensive overview of the field, and it offers a critical perspective on the role of marketing in society.

Reviews

“The Routledge Companion to Critical Marketing is a major contribution to the field. It provides a comprehensive overview of the key concepts and theories of critical marketing, and it offers a critical perspective on the role of marketing in society. This book is essential reading for students, scholars, and practitioners of critical marketing.”

— **Russell Belk, York University**

“The Routledge Companion to Critical Marketing is a timely and important book. It brings together a range of leading scholars to explore the critical dimensions of marketing. This book is essential reading for anyone interested in understanding the role of marketing in society.”

— **Colin Campbell, University of Oxford**

Table of Contents

- 1.
2. **Part 1: The Foundations of Critical Marketing**
 1. The History and Development of Critical Marketing
 2. The Key Concepts and Theories of Critical Marketing
 3. The Methods of Critical Marketing Research
3. **Part 2: Marketing and Society**
 1. Marketing and Culture
 2. Marketing and the Economy
 3. Marketing and the Environment
4. **Part 3: Marketing and Consumers**
 1. Marketing and Consumption
 2. Marketing and Self-Image
 3. Marketing and Well-Being
5. **Part 4: The Future of Critical Marketing**

1. The Challenges Facing Critical Marketing
2. The Opportunities for Critical Marketing
3. The Future of Critical Marketing

6. Index

Author

Robert Kozinets is Professor of Marketing at York University, Canada. He is the author of numerous books and articles on critical marketing, including *The Field of Marketing* (2010) and *The Ethics of Marketing* (2014).

Publisher

Routledge is a leading global publisher of academic and professional books, journals, and online resources. Routledge publishes over 2,000 books and 1,700 journals annually, covering a wide range of subjects including business, economics, education, law, and social sciences.

Publication Date

November 2022

978-1-032-14528-4

Buy the Book

You can Free Download **The Routledge Companion to Critical Marketing** from the following retailers:

- Our Book Library

- Barnes & Noble
- Routledge

****Alt attributes for images:****

*** **Image of book cover:**** The Routledge Companion to Critical Marketing by Robert V. Kozinets *** **Image of author:**** Robert V. Kozinets, Professor of Marketing at York University *** **Image of Routledge logo:**** Routledge, a leading global publisher of academic and professional books, journals, and online resources



The Routledge Companion to Critical Marketing (Routledge Companions in Business, Management and Marketing) by Hiroyuki Hirano

★★★★★ 5 out of 5

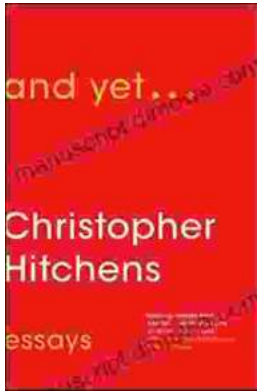
Language : English
File size : 2121 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 523 pages
Screen Reader : Supported





Step Onto the Dance Floor of Spanish Fluency with "Bailando Con Las Palabras En Una Discoteca"

Are you ready to take a spin on the Spanish language dance floor? Get ready to salsa through conversations with confidence with "Bailando Con Las..."



And Yet: Essays by Christopher Hitchens

A Review Christopher Hitchens was one of the most brilliant and provocative writers of our time. He was a master of the essay...