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**Chapter 24 :
Marketing, Theory and Practice in a
Postmodern Era**

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Management, Paris/Oxford/Berlin/Madrid.***

This chapter encapsulates the recent debate on the concepts of postmodernism, postmodernity and marketing. First, it explores the consequences of postmodernist thought at the level of epistemology and methodology of social sciences. Second, it explores the consequences of postmodernity at the level of social links and everydaylife. The discussion follows with an exploration of the implications of these arguments for rethinking both theory and practice in marketing.

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Marketing Theory And Practice A Hungarian Perspective

Hussin A.Rothana



Marketing Theory And Practice A Hungarian Perspective:

Unveiling the Magic of Words: A Report on "**Marketing Theory And Practice A Hungarian Perspective**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Marketing Theory And Practice A Hungarian Perspective**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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