


# **Marketing and Social Construction**

Exploring the rhetorics of  
managed consumption

Chris Hackley

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# Marketing And Social Construction Exploring The Rhetorics Of Managed Consumption

**Diego Rinallo, Linda M. Scott, Pauline Maclaran**



## **Marketing And Social Construction Exploring The Rhetorics Of Managed Consumption:**

**Marketing and Social Construction** Chris Hackley, 2003-08-29 Marketing is at the centre of the business education boom a million or more people worldwide are studying the subject at any one time Yet despite widespread discontent with the intellectual standards in marketing very little has changed over the past thirty years In this ground breaking new work Chris Hackley presents a social constructionist critique of popular approaches to teaching theorising and writing about marketing Drawing on a wide range of up to date European and North American studies Dr Hackley presents his argument on two levels First he argues that mainstream marketing s ideologically driven curriculum and research programmes dominated by North American tradition reproduce business school myths about the nature of practically relevant theory and the role of professional education in management fields Second he suggests a broadened theoretical scope and renewed critical agenda for research theory and teaching in marketing Intellectually rigorous yet comprehensible this work will be of vital importance to all those interested in the future of teaching and research in business and management Marketing and Social Construction Christopher E. Hackley, 2003

**Consuming Books** Stephen Brown, 2006-04-18 The buying selling and writing of books is a colossal industry in which marketing looms large yet there are very few books which deal with book marketing how to texts excepted and fewer still on book consumption This innovative text not only rectifies this but also argues that far from being detached the book business in fact epitomises today s Entertainment Economy fast moving hit driven intense competition rapid technological change etc Written by an impressive roster of renowned marketing authorities many with experience of the book trade and all gifted writers in their own right Consuming Books steps back from the practicalities of book marketing and takes a look at the industry from a broader consumer research perspective Consisting of sixteen chapters divided into four loose sections this key text covers a historical overview the often acrimonious marketing literature interface the consumers of books from book groups to bookcrossing a consideration of the tensions that both literary types and marketers feel With something for everyone Consuming Books not only complements the how to genre but provides the depth that previous studies of book consumption conspicuously lack

**Marketing, Rhetoric and Control** Christopher Miles, 2018-04-19 Marketing Rhetoric and Control investigates the tensions that surround the place of persuasion and more broadly control in marketing Persuasion has variously been seen as an embarrassment to the discipline a target for anti marketing sentiment the source of marketing s value in the modern organisation a mysterious black box inside the otherwise rational and logical endeavour of enterprise and a rather insignificant part of the marketing programme This book argues that this multifarious reputation for persuasion within marketing stems from the influence of two quite oppositional paradigms the scientific and the magico rhetorical that ebb and flow across the discourses of its discipline and practice Constructing an interface between original challenging close readings of texts from the beginnings of the Western rhetorical tradition and an examination of the ways in which marketing has set about describing itself this text argues for a

Sophistic interpretation of marketing From this perspective marketing is understood as providing intermediary services to facilitate the continuing exchange of attention and regard between firm client and stakeholders It seeks to manage and direct this exchange through an appreciation of the changing rational and irrational motivations of the firm and stakeholders using these as resources for the construction of both planned and improvised persuasive interactions in agonistic or competitive environments This book is aimed primarily at researchers and academics working in the fields of marketing marketing communications and the related disciplines of marketing theory critical marketing and digital marketing It will also be of value to marketing academics in business schools including those working in the areas of media and communication studies who have an interest in commercial and corporate communication brand use of interactive media and communication theory

**Consumption and Spirituality** Diego Rinallo, Linda M. Scott, Pauline Maclaran, 2013 This book sheds light on the consumption of spiritual products services experiences and places through state of the art studies by leading and emerging scholars in interpretive consumer research marketing sociology anthropology cultural and religious studies The collection brings together fresh views and scholarship on a cultural tension that is at the centre of the lives of countless individuals living in postmodern societies the relationship between the material and the spiritual the sacred and the profane The book examines how a variety of agents religious institutions spiritual leaders marketers and consumers interact and co create spiritual meanings in a post disenchanted society that has been defined as a supermarket of the soul Consumption and Spirituality examines not only religious organizations but also brands and marketers and the way they infuse their products services and experiences with spiritual meanings that flow freely in the circuit of culture and can be appropriated by consumers even without purchase acts From a consumer perspective the book investigates how spiritual beliefs practices and experiences are now embedded into a global consumer culture Rather than condemning consumption the chapters in this book highlight consumers agency and the creative processes through which authentic spiritual meanings are co created from a variety of sources local and global and sacred and profane alike Beyond the Consumption Bubble Karin Ekström, Kay Glans, 2010-12-14 This book brings together a diverse set of expert scholars to enliven and sharpen the debate about the ways in which consumption affects society today Research on consumption can shed light on many fundamental questions such as the character of society including social and cultural dimensions the relations between the generations dependency of technology and the risks involved the rise of Asia and its potential consumption preferences the question of whether we must continuously increase our consumption to avoid a recession and whether this is ecologically sustainable Media Consumption in Malaysia Tony Wilson, 2015-01-09 How do visitors immersing themselves in material places such as shopping malls or video sites online make sense of the experience enabling criticizing or consenting to content How is this evident in behaviour Reflecting on accounts by Chinese Indian Malay and Indigenous members of Malaysian society this book addresses these questions from a practices perspective increasingly adopted by scholars in marketing and media studies The volume

provides an account of practices theory from its origins in critical hermeneutics such as Heidegger Gadamer and Ricoeur as reflecting on the processes of embodied understanding developing alongside interpretive and reception theory Part I draws upon authors as diverse as Heidegger and Henry Jenkins with a practices perspective on media and mall consuming shown as developing from forty years of theorizing about audience activity An empirical study of Malaysian blogging and branding on YouTube exemplifies this approach Part II considers Malaysians absorbed in social media sites as everyday visitors and the subjects of consumer research The book then returns to the material world exploring the horizons of understanding from which Malaysians enter their mediated malls and concludes by positioning media practices theory within a spectrum of philosophical ideas Recognizing the current re turn in Consumer and Media Studies to employing hermeneutics as an account of our embodied human understanding this book presents its major philosophical proponents showing how close attention to their writing can now inform and shape research on ubiquitous screen users As such it will be of particular interest to students and scholars of Media Studies Asian Studies and Marketing Studies

**The Handbook of Organizational Rhetoric and Communication** Oyvind Ihlen, Robert L. Heath, 2018-05-10 A one stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well there has been curiously little specific interest in the rhetoric of organizations This book seeks to remedy that omission It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state of the art insights from disciplines that have and will continue to use rhetoric Beginning with an introduction to the topic The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro contexts of rhetoric as well as its use in organizational communication public relations marketing management and organization theory It then looks at intellectual and moral foundations without which rhetoric could not have occurred discussing key concepts in rhetorical theory The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved A section is also devoted to discussing rhetorical areas or genres namely contextual application of rhetoric and the challenges that arise such as strategic issues for management and corporate social responsibility The final part seeks to answer questions about the book s contribution to the understanding of organizational rhetoric It also examines what perspectives are lacking and what the future might hold for the study of organizational rhetoric Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious traditional nuanced and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential risks paradoxes and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization centered fields such as organizational communication public relations marketing

management and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students graduate students and scholars studying organizational communications public relations management and rhetoric

**Sensory Marketing** Bertil Hultén,2015-10-08 Sensory Marketing offers a global view of the use of senses in marketing strategy based on consumers perception and behaviour Integrating the company constraints and classical approaches of branding and communication the author presents sensory marketing as an emergent marketing paradigm in theory and practice This book will be an important contribution that will provide useful reading for marketing scholars and consumer psychologists across the world

**Interpretation in Social Life, Social Science, and Marketing** John O'Shaughnessy,2009-05-07 This book analyzes the nature and role of interpretation in social interactions decision making in social science enquiries and consumer marketing in the use of statistics and causal analysis in consumer evaluations of products and in interpreting problematic situations along side biases arising from the emotions

Generation Y in Consumer and Labour Markets Anders Parment,2011-09-16 Generation Y in Consumer and Labour Markets explores the role of people born in the late 1970s and 1980s as consumers and coworkers in an emerging post modernist society Having grown up in a branded society overcrowded with commercial messages and a never ending supply of choices and opportunities Generation Y not only influences consumption patterns they also bring their values to work life thus changing the attitudes towards the employee employer relationship and how work is being done Generation Y particularly see work as a venue of self realization and the boundaries between work and leisure time are becoming blurred thus the consumer and labor markets converge in some critical dimensions This book delves into the substantial research body on characteristics and behaviors of the Generation Y including their relation to other generations and the role of understanding generations in developing effective and attractive organizations It further outlines the experiences and best practice for attracting recruiting selling to and communicating with Generation Y based on the author s experiences from hundreds of organizations where he has been involved as a consultant offering the reader a better understanding of generations in marketing research and the impact of generations in employee employer relations

*Motherhoods, Markets and Consumption* Stephanie O'Donohoe,Margaret Hogg,Pauline Maclaran,Lydia Martens,Lorna Stevens,2013-10-30 It takes more than a baby to make a mother and mothers make more than babies Bringing together a range of international studies Motherhoods Markets and Consumption examines how marketing and consumer culture constructs particular images of what mothers are what they should care about and how they should behave exploring how women s use of consumer goods and services shapes how they mother as well as how they are seen and judged by others Combining personal accounts from many mothers with different theoretical perspectives this book explores How advertising media and consumer culture contribute to myths and stereotypes concerning good and bad mothers How particular consumer choices are bound up with women s identities as mothers The role of consumption for women entering different phases of their mothering lives such as pregnancy early motherhood and

the empty nest      *Brands* Jonathan E. Schroeder, 2014-11-27 Branding has emerged as a cornerstone of marketing practice and corporate strategy as well as a central cultural practice In this book Jonathan Schroeder brings together a curated selection of the most influential and thought provoking papers on brands and branding from Consumption Markets and Culture accompanied by new contributions from leading brand scholars Giana Eckhardt John F Sherry Jr Sidney Levy and Morris Holbrook Organised into four perspectives cultural corporate consumer critical these papers are chosen to highlight the complexities of contemporary branding through leading consumer brands such as Disney eBay Guinness McDonalds Nike and Starbucks They address key topics such as celebrity branding corporate branding place branding and retail branding and critique the complexities of contemporary brands to provide a rich trove of interdisciplinary research insights into the function of brands as ethical ideological and political objects This thought provoking collection will be of interest to all scholars of marketing consumer behaviour anthropology and sociology and anyone interested in the powerful roles brands play in consumer s lives and cultural discourse      **Analyzing Music in Advertising** Nicolai Graakjaer, 2014-11-27 The study of music in commercials is well suited for exploring the persuasive impact that music has beyond the ability to entertain edify and purify its audience This book focuses on music in commercials from an interpretive text analytical perspective answering hitherto neglected questions What characterizes music in commercials compared to other commercial music and other music on TV How does music in commercials relate to music outside the universe of commercials How and what can music in commercials signify Author Nicolai Graakj r sets a new benchmark for the international scholarly study of music on television and its pervading influence on consumer choice      **Human Aspects of IT for the Aged Population. Design for Aging** Jia Zhou, Gavriel Salvendy, 2015-07-20 The two LNCS volume set 9193 9194 constitutes the refereed proceedings of the First International Conference on Human Aspects of IT for the Aged Population ITAP 2015 held as part of the 17th International Conference on Human Computer Interaction HCII 2015 held in Los Angeles CA USA in August 2015 jointly with 15 other thematically conferences The total of 1462 papers and 246 posters presented at the HCII 2015 conferences were carefully reviewed and selected from 4843 submissions These papers of the two volume set address as follows LNCS 9193 Design for Aging Part I addressing the following major topics HCI design and evaluation methods for the elderly ICT use and acceptance aging the web and social media and the elderly and mobile devices and LNCS 9194 Design for Everyday Life Part II addressing the following major topics health care technologies and services for the elderly home and work support smart environment and AAL and communication games and entertainment      **Young Consumer Behaviour** Ayantunji Gbadamosi, 2017-11-22 Although one perspective depicts young consumers as vulnerable and passive in the marketplace system our knowledge of this consumer group will be inadequate if limited to this contention Their roles and relevance in family consumption activities are becoming increasingly profound Available evidence shows that they cannot be ignored in the marketplace dynamics as they consume goods and services in their households and are involved in various

other active roles in their household consumption including making decisions where applicable Hence the landscape of young consumer behaviour is changing Young Consumer Behaviour A Research Companion focusses on exploring the behaviour of young consumers as individuals and societal members The chapters address different aspects of consumption activities of children as individuals like motivation involvement perception learning attitude the self and personality Similarly chapters on consumer behaviour in social settings contextualised to young consumers including culture sub culture family and groups are incorporated into the book This book fills a gap in the literature by addressing the dynamics of consumption patterns of this consumer group in relation to various marketing stimuli and different stakeholders It combines eclectic perspectives on the topic and specifically bridges the gap between historical perspectives and contemporary issues Building on the extant literature in the field of marketing and consumer behaviour this book is a compendium of research materials and constitutes an essential reference source on young consumer behaviour issues with both academic and managerial implications

**Visual Consumption** Jonathan E. Schroeder, 2005 Visual Consumption draws from art history photography and visual studies to develop an interdisciplinary image based approach to understanding consumer behaviour **The why of**

**Consumption** S. Ratneshwar, David Glen Mick, Cynthia Huffman, 2003 In this study the authors draw from branches of psychology decision theory sociology and cultural anthropology to present a diverse selection of critical perspectives on consumer motivation Contemporary Perspectives on Corporate Marketing John M.T. Balmer, Laura Illia, Almudena

González del Valle Brena, 2013-07-24 Corporate marketing and corporate communications are topics that have grown in scholarly and practical importance in these last decades Fields such as branding marketing communications and public relations have all contributed to this boost Whilst there is a large amount of literature on each of these disciplines there is little systematic development from the perspective of corporate marketing and corporate communication studies although these two have the most to contribute to how companies manage their brands image and corporate identities in the 21st Century This book seeks to redress this balance and provide insights via case studies or histories on issues such as nation branding managing multiple corporate identities during merger and acquisitions and establishing a company's CSR and green image Scholars from various disciplines within the fields of public relations branding marketing and corporate identity have come together in Contemporary Perspectives on Corporate Marketing to offer the latest approaches and studies in these areas As such it will become a platform for developments in the field and serve as a respected reference resource for corporate marketing and corporate communication studies **Interactive Marketing** Christopher Miles, 2010-05-18 This

book critically examines the rhetoric surrounding current trends in the adoption of tropes of interactivity in marketing communication Concepts such as viral advertising customer generated content brand communities and the whole panoply of Web 2.0 mediated marketing technologies all have their foundations in an overt positioning of interactivity as the savior of effective marketing communication Yet what exactly is meant by interactivity in these contexts and how far does it represent



a revolution in the methodologies of marketing Anchoring his analysis in a critique of the assumptions of control embedded in current marketing communication models and the rhetorical analysis of exemplar texts from the Marketing Management Customer Relationship Management Viral Marketing and Buzz Marketing paradigms Chris Miles investigates the constructions and reconstructions of discourse that surround the uses of interactivity in contemporary marketing discourses In doing so he offers a radical new model of marketing based upon a recursive constructivist understanding of communication that uses metaphors of invitation and exploration to rebuild interactivity at the center of marketing The work culminates in a reading of the theory of Relationship Marketing that uses autism as an allegory to interrogate the communicative paradox at the heart of this contemporary marketing panacea

Marketing And Social Construction Exploring The Rhetorics Of Managed Consumption: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the engaging narratives that have captivated audiences this year. Marketing And Social Construction Exploring The Rhetorics Of Managed Consumption : Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Marketing And Social Construction Exploring The Rhetorics Of Managed Consumption : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Marketing And Social Construction Exploring The Rhetorics Of Managed Consumption : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and suspenseful novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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