



The Rhetoric and Reality of Marketing

An International
Managerial Approach

Philip J. Kitchen



Rhetoric And Reality Of Marketing An International Managerial Approach

P. Kitchen



Rhetoric And Reality Of Marketing An International Managerial Approach:

The Rhetoric and Reality of Marketing P. Kitchen, 2003-04-14 This book compares and contrasts how different firms approach marketing within the same country It concerns issues revolving around marketing as a form of rhetoric and marketing as a living reality for firms who practice it and contains cutting edge thinking from expert commentators on the marketing scene worldwide It uses 16 case study examples of marketing practice in eight countries and shows whether marketing allegiance is openly proclaimed but in practice merely a rhetorical device or whether it is deeply embedded in organizational culture

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

Marketing Metaphors and Metamorphosis P. Kitchen, 2008-08-01 Metaphors are widely used within marketing literature yet so far have remained unacknowledged This book aims to redress that omission Such widely known topics such as globalization of markets viral marketing and many

others are in fact metaphors moreover marketing itself may be a metaphor underlying many exchanges and relationships

A Primer for Integrated Marketing Communications Philip Kitchen, Patrick de Pelsmacker, 2004-08-02 This textbook is the first introductory primer on integrated marketing communications It combines theory and practice to show students of marketing how different aspects of integrated marketing communications IMC work together Setting the scene in which IMC has emerged the authors explain each component of the promotional mix and go on to explain the process of functional integration The text includes key case studies on companies including Proctor and Gamble NSPCC and Ardi illustrating the practical side of IMC in addition to an introduction to the main theories at work Including an additional Study Guide at the back this book will be a valuable resource for students of marketing and marketing communications **The Dominant**

Influence of Marketing in the 21st Century P. Kitchen, 2013-04-16 Marketing has become the dominant connecting mode of expression between business and non business organisations and customers and consumers However there are some misgivings about marketing in the 21st century This volume addresses the positive and negative elements of marketing and questions Is marketing a leviathan in today s societies **Integrated Marketing Communications** Philip J.

Kitchen, Patrick de Pelsmacker, 2004 This textbook is the first introductory primer on integrated marketing communications It combines theory and practice to show students of marketing how different aspects of integrated marketing communications IMC work together Setting the scene in which IMC has emerged the authors explain each component of the promotional mix and go on to explain the process of functional integration The text includes key case studies on companies including Proctor and Gamble NSPCC and Ardi illustrating the practical side of IMC in addition to an introduction to the main theories at work Including an additional Study Guide at the back this book will be a valuable resource for students of marketing and marketing communications

The Future of Marketing P. Kitchen, 2003-02-04 This book is intended for practitioners and academics who wish to develop an understanding of marketing in an international context The book provides a series of critical perspectives on marketing from senior authors around the world The book is not about what marketing is for this is already recorded in innumerable texts Rather the text gives comments views positive statements criticisms and doubts from leading authors concerning marketing and its role within business and as an academic subject in the 21st century

Marketing Library and Information Services: International Perspectives Dinesh K. Gupta, Christie Koontz, Angels Massisimo, Réjean Savard, 2006-05-02 The marketing of library services is an essential agenda item for almost all kinds of libraries all over the world In this volume 47 experts from 20 countries address the issue through 40 articles The bundling of dozens of contributions from a truly international group of librarians presented in this book provides a broad spectrum on the topic This book will thus prove immensely useful helping both working librarians and future librarians to understand vital issues relating to the marketing of library and information services at the local national and international level The book is divided into the following six sections Marketing concept a changing perspective Marketing in libraries around the world

Role of library associations Education training and research Excellence in marketing Databases and other marketing literature *Integrated Brand Marketing and Measuring Returns* P. Kitchen,2010-07-07 A successful marketing manager needs to be able to use different media channels to reach specific audiences and know through campaign research and evaluation how the component parts of integrated brand marketing are working This book explores this criteria

Handbook of Operations Research and Management Science in Higher Education Zilla Sinuany-Stern,2021-09-09 This handbook covers various areas of Higher Education HE in which operations research management science OR MS techniques are used Key examples include international comparisons university rankings and rating academic efficiency with Data Envelopment Analysis DEA formulating academic strategy with balanced scorecard budgeting and planning with linear and quadratic models student forecasting E learning evaluation faculty evaluation with questionnaires and multivariate statistics marketing for HE analytic and educational simulation academic information systems technology transfer with systems analysis and examination timetabling Overviews case studies and findings on advanced OR MS applications in various functional areas of HE are included

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