

Marketing Masculinities

*Gender and Management Politics
in Marketing Work*

Lee V. Chalmers

Marketing Masculinities Gender And Management Politics In Marketing Work

Carl Rhodes, Robert Westwood



Marketing Masculinities Gender And Management Politics In Marketing Work:

Marketing Masculinities Lee V. Chalmers, 2001-04-30 This book explores the ways in which gender informs the definition and organization of management work with specific attention to marketing Drawing on original case studies Chalmers examines how marketing personnel in particular firms appeal to valued and emotionally charged masculine meanings and identifications in their efforts to define the boundaries of their work activity and to establish marketing's managerial credentials against the claims of competing management occupations By focusing on this interpenetration of masculinity projects and managerial politics the study breaks new ground illustrating that gender is a particularly flexible and potent resource for use in the competitive struggles shaping what management is who manages and how Through the use of detailed case studies the author takes a thorough look at the way marketing departments have emerged within companies and how marketing personnel have tried to carve out a niche for themselves by using gendered discursive techniques The use of such strategies is aimed at securing a more crucial management role within a company structuring boundaries and internal divisions of marketing work shaping how various tasks are consolidated into marketing jobs and creating distinct realms of masculine and feminine activity As more and more women enter the field of marketing they must navigate their way through this gendered terrain where marketers are expected to be assertive and forceful and women are expected to be feminine and supportive Chalmers carefully traces these management politics and gendering processes in an effort to explain how gender informs the definition and organization of managing work *Masculinities and Management in Agricultural Organizations Worldwide* Barbara Pini, 2017-11-30 Using contemporary gender theory to examine gender and rurality beyond that of simply women femininities this illuminating book accurately locates the subject of masculinities within the rural agricultural context While there has been a wealth of literature on men and masculinities published in recent years the climate of ideas has been typically experienced through an urban lens This book therefore investigates new conceptual territory Embedded in the literature on gender and rurality as well as the scholarship on gender and organizations management the book draws on an in depth ethnographic study of gender relations in Australian agricultural politics It will speak to academic audiences in rural social sciences gender studies and management organization studies *Marketing* Chris Hackley, 2009-03-19 I see this book as an important addition to the marketing literature A weakness in critical approaches to marketing is that they are often not made easily accessible to undergraduate students Chris Hackley has done a wonderful job in producing a rigorous text that remedies this situation and makes critical perspectives accessible to all Professor Rob Lawson University of Otago Does marketing really work for organizations managers and citizens How can marketing management be studied and practised critically This key text introduces the essentials of critical thinking within the field of marketing in easy to read and understandable terms Integrating critical perspectives with the topics of the typical marketing curriculum Chris Hackley has produced an indispensable supporting text for upper level undergraduate and

postgraduate Marketing courses A wide range of issues are covered including Historical origins and influences in marketing Introduction to the concepts of Critical Theory Marketing orientation and the marketing mix Critique of marketing principles Marketing and strategy The role of research in marketing Marketing and managerial ideology Marketing ethics Each chapter includes Chapter Review questions Case studies reflecting issues in the chapters along with supporting case questions and reflections as well as stimulating practical examples

Understanding Gender and Organizations Mats Alvesson, Yvonne Due Billing, 2009-05-07 An unusually comprehensive and sophisticated analysis of how organizations and the men and women who work within them are affected by gendered processes and relations Alvesson and Billing's contribution is unique in its sensitivity to the wide range of processes affected by gender paired with its sensitivity to the pitfalls of inappropriately applying a gender lens This book is a must read for organizational researchers and gender scholars Debra Meyerson Stanford University Students and scholars alike will find this at once a useful overview and a thought provoking take on the complexity of gender in organizations and gendered organizations Robin J Ely Warren Alpert Professor of Business Administration Harvard Business School In the decade since the first edition of this critical and provocative text many aspects of gender have changed and many have stayed the same While the gendered study of organizations is a growing field in its own right in many real life organizations gaps in gendered job roles and pay are as entrenched as they were This Second Edition is a long awaited update to an essential text in this dynamic and expanding field of inquiry incorporating new international perspectives that incorporate recent theory and debate and a new chapter on gender and identity

Gender and Public Relations Christine Daymon, Kristin Demetrious, 2013-08-15 Although there is a small body of feminist scholarship that problematizes gender in public relations gender is a relatively undefined area of thinking in the field and there have been few serious studies of the socially constructed roles defining women and men in public relations This book is positioned within the critical public relations stream Through the prism of gender and public relations it examines not only the manipulatory but also the emancipatory subversive and transformatory potential of public relations for the construction of meaning Its focus is on the dynamic interrelationships arising from public relations activities in society and the gendered lived experiences of people working in the occupation of public relations There are many previously unexplored areas within and through public relations which the book examines These include the production of social meaning and power relations advocacy and activist campaigns for social and political change the negotiation of identity diversity and cultural practice celebrity bodies fashion and harassment in the workplace notions of managing reputation and communicating policy In extending the field of inquiry this edited collection highlights how gender is accomplished and transformed and thus how power is exercised and inequality reproduced or challenged in public relations The book will expand thinking about power relations and privilege for both women and men and how these are affected by the interplay of social cultural and institutional practices Winner of the Outstanding Book Prize Award awarded by the National Communication Association

NCA **Studying Management Critically** Mats Alvesson, Hugh Willmott, 2003-10-08 Drawing upon a range of influential contemporary movements in the social sciences primarily upon critical traditions this text provides a wide ranging analysis of management and its various specialisms **Public Relations as Emotional Labour** Liz Yeomans, 2019-06-04 Inextricably linked to neoliberal market economies public relations influence in our promotional culture is profound Yet many aspects of the professional role are under researched and poorly understood including the impact on workers who construct displays of feeling to elicit a desired emotional response to earn trust and manage clients The emotionally demanding nature of this aspirational work and how this is symptomatic of always on culture is particularly overlooked Drawing on interviews with practitioners and agency directors together with the author's personal insights from observations in the field this book fills a significant gap in knowledge by presenting a critical interpretive exploration of everyday relational work of account handlers in PR agencies In underscoring the relationship driven highly contingent nature of this work the author shows that emotional labour is a defining feature of professionalism even as public relations is reconfigured in the digital age In doing so the book draws on a wide range of related contemporary social and cultural theories as well as critical public relations and feminist public relations literature Scholars educators and research students in PR and communications studies will gain rich insights into the emotion management strategies employed by public relations workers in handling professional relationships with clients journalists and their colleagues thereby uncovering some of the taken for granted aspects of this gendered promotional work Critical Representations of Work and Organization in Popular Culture Carl Rhodes, Robert Westwood, 2007-12-21 This book challenges traditional organizational theory looking to representations of work and organizations within popular culture and the ways in which these institutions have also been conceptualized and critiqued there Through a series of essays Rhodes and Westwood examine popular culture as a compelling and critical arena in which the complex and contradictory relations that people have with the organizations in which they work are played out By articulating the knowledge in popular culture with that in theory they provide new avenues for understanding work organizations as the dominant institutions in contemporary society Rhodes and Westwood provide a critical review of how organizations are represented in various examples of contemporary popular culture The book demonstrates how popular culture can be read as an embodiment of knowledge about organizations often more compelling than those common to theory and explores the critical potential of such knowledge and the way in which popular culture can reflect on the spirit of resistance carnivalisation and rebellion **Historical Dictionary of Organized Labor** James C. Docherty, Sjaak van der Velden, 2012-06-14 Organized labor is about the collective efforts of employees to improve their economic social and political position It can be studied from many different points of view historical economic sociological or legal but it is fundamentally about the struggle for human rights and social justice As a rule organized labor has tried to make the world a fairer place Even though it has only ever covered a minority of employees in most countries its effects on their political economic and

social systems have been generally positive History shows that when organized labor is repressed the whole society suffers and is made less just The Historical Dictionary of Organized Labor looks at the history of organized labor to see where it came from and where it has been This is done through a chronology an introductory essay appendixes a glossary of terms and an extensive bibliography The dictionary section has over 400 cross referenced entries on most countries international as well as national labor organizations major labor unions leaders and other aspects of organized labor such as changes in the composition of its membership This book is an excellent access point for students researchers and anyone wanting to know more about organized labor

A Workforce Divided Leslie A. Schuster, 2002-12-30 In this study of the life and work of Saint Nazaire's shipbuilding workers in the 30 years before World War I Schuster shows that the consequences of industrial production for workers differed sharply according to their resources and experiences She details the competing identities and divergent values maintained by shipbuilding workers demonstrating that they were fostered by the interaction between state programs industrial production and the traditions pursued in the local realm Third Republic economic policies for shipbuilding promoted unemployment and worker dependence on state officials over union leaders and the uneven application of capitalist methods of production meant multiple workplace experiences that further undercut association A workforce composed of industrial workers and agricultural producers brought markedly different priorities to the workplace Urban dwelling industrial workers proved dependent on shipbuilding while workers commuting from La Grande Briere a nearby marshland were property owning producers mostly peat cutters with traditions of self government and a commanding community identity They turned to ship production precisely to maintain rural settlement and agricultural production These divergent values and responses to industrial work in conjunction with multiple barriers to association generated separate and even contrary labor concerns and protests

Defining Work Muriel Mellow, 2006-11-24 Based on interviews with forty rural Protestant clergy Mellow argues that male and female clergy challenge gendered definitions of work by focusing on obligation context visibility and time She also considers how clergy's work is shaped by the rural setting arguing that we must consider how work is placed as well as gendered

The Hungry Cowboy Karla A. Erickson, 2010-07-07 At a Tex Mex restaurant in a Minneapolis suburb customers send Christmas and Hanukkah cards to the restaurant bring in home baked treats for the staff and attend the annual employee party One customer even posts in the entryway a sign commemorating the life of his dog Diners and servers alike use the Hungry Cowboy as a place to gather celebrate relax and even mourn Moments such as these fascinate Karla A Erickson who worked for the restaurant and they make up her new book The Hungry Cowboy Weaving together narratives from servers customers and managers Erickson explores a type of service work that is deeply embedded in personal relationships and community Feelings play and emotions are inseparable from the market transactions within the restaurant Based on extensive interviews and two years of working as a waitress Erickson provides insights into the ways that people make contact in our society and how they build on the fleeting connections in the

service exchange to form more intimate relationships Written for readers scholars and students interested in American culture consumerism and community The Hungry Cowboy offers a case study in how consumers and producers in the marketplace perform and how dignity meaning and community can all be built at work **A Broad and Ennobling Spirit** Ronald Mendel,2003-10-30 With the introduction of new production methods and technological innovation tradesmen and workers encountered new challenges This study examines the development of trade unions as a manifestation of working class experience in late Gilded Age America It underscores both the distinctive and the common features of trade unionism across four occupations building tradesmen cigar makers garment workers and printers While reactions differed the unions representing these workers displayed a convergence in their strategic orientation programmatic emphasis and organizational modus operandi As such they were not disparate organizations concerned only with sectional interests but participants in an organizational network in which cooperation and solidarity became benchmarks for the labor movement Printers coped with the mechanization of typesetting by promoting greater cooperation among the different craft unions within the industry with the aim of establishing effective job control Building tradesmen exerted a pragmatic militancy which combined strikes with overtures to the employers business sense to uphold the standards of craft labor Cigar makers especially handicraftsmen who found their position threatened by machinery and the growth of factory production debated the merits of a craft based union against the possible advantages of an industrial oriented organization Garment workers caught in the snare of a sweating system of labor in which wages and work loads were inversely related organized unions to mount strikes during the busy season in the hope of securing higher wages only to see them whither in the midst of slack periods *Managing Change, Creativity and Innovation* Patrick Dawson,Constantine Andriopoulos,2014-01-07 This bestselling text continues to provide a fresh approach to organisational change by linking it to the key drivers of creativity and innovation but now contains improved coverage of approaches to change It explores change as a human and social process looking at the vital role leadership entrepreneurship and creativity play in change management rather than viewing it as a series of systems and mechanisms In doing so it provides all the theoretical and practical understanding you will need as both a student of change and a future manager The second edition comes with access to a range of learning and revision aids online and is packed with cases and examples from around the globe Visit the companion website today at www.uk.sagepub.com/dawson Lecturers instructors request a free digital inspection copy here **Sociological Abstracts** ,2004-04 **Handbook of Research on Women in Management and the Global Labor Market** Pereira, Elisabeth T.,Paoloni, Paola,2019-06-28 Existent literature has identified the existence of some differences between men and women entrepreneurs in terms of propensity to innovation approach to creativity decision making resilience and co creation Without properly examining the current inequalities in social economic structures it is difficult to examine the results of corporate female leadership The Handbook of Research on Women in Management and the Global Labor Market is a pivotal reference source that examines

the point of convergence among entrepreneurship organizations relationship creativity and culture from a gender perspective and researches the relation between current inequalities in social economic structures and organizations in the labor market education and individual skills wages work performance promotion and mobility While highlighting topics such as gender gap woman empowerment and gender inequality this publication is ideally designed for managers government officials policymakers academicians practitioners and students

Masculinities Mark Hussey,2003 Intended for courses in Gender Studies this text is a collection of articles and short stories from many sources and disciplines including sociology medicine history philosophy education cultural studies and biology and fiction It enables students to focus attention on the meanings of masculinity in the United States

The Routledge Companion to Critical Marketing Mark Tadjewski,Matthew Higgins,Janice Denegri-Knott,Rohit Varman,2018-09-21 The Routledge Companion to Critical Marketing brings together the latest research in Critical Marketing Studies in one authoritative and convenient volume The world's leading scholars and rising stars collaborate here to provide a survey of this lively subdiscipline In doing so they demonstrate how a critical approach yields an enriched understanding of marketing theory and practice its role in society and its relationship with consumers themselves It is the first attempt to capture the state of Critical Marketing research in many years As such this seminal work is unmissable for scholars and students of marketing and consumer research as well as those exploring sociology media studies anthropology and consumption scholarship more generally

Gender and the European Labour Market Francesca Bettio,Janneke Plantenga,Mark Smith,2013-03-20 The book presents state of the art research on women's current position in European labour markets It combines analysis of the latest trends in employment occupational segregation working time unpaid work social provisions especially care provisions and the impact of the financial crisis with overall assessment of the actual impact of the European Employment Strategy and the specific impact of key policies such as taxation and flexicurity

The Routledge Companion to Marketing and Feminism Pauline Maclaran,Lorna Stevens,Olga Kravets,2022-02-25 This comprehensive and authoritative sourcebook offers academics researchers and students an introduction to and overview of current scholarship at the intersection of marketing and feminism In the last five years there has been a resurrection of feminist voices in marketing and consumer research This mirrors a wider public interest in feminism particularly in the media as well as the academy with younger women discovering that patriarchal structures and strictures still limit women's development and life opportunities The F word is back on the agenda made high profile by campaigns such as MeToo and TimesUp There is a noticeably renewed interest in feminist scholarship especially amongst younger scholars and significantly insightful interdisciplinary critiques of this new brand of feminism including the identification of a neoliberal feminism that urges professional women to achieve a work family balance on the back of other women's exploitation Consolidating existing scholarship while exploring emerging theories and ideas which will generate further feminist research this volume will be of interest to researchers academics and students in

marketing and consumption studies especially those studying or researching the complex inter relationship of feminism and marketing

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Kalman Filter Distribution. □ Everything is Gaussian. 1D. 3D. Courtesy: K. Arras ... Probabilistic Robotics - Sebastian Thrun.pdf We shall revisit this discussion at numerous places, where we investigate the strengths and weaknesses of specific probabilistic solutions. 1.4. Road Map ... Holdings: Le parole straniere sostituite dall'Accademia d'Italia, 1941 ... Le parole straniere sostituite dall'Accademia d'Italia, 1941-43 / ; Imprint: Roma : Aracne, 2010. ; Description: 242 p. ; 25 cm. ; Language: Italian ; Series: ... Le parole straniere sostituite dall'Accademia d'Italia (1941- ... Le parole straniere sostituite dall'Accademia d'Italia (1941-43) - Softcover ; Publication date 2010 ; ISBN 10 8854834122 ; ISBN 13 9788854834125 ; Binding Paperback ... Le parole straniere sostituite dall'Accademia d'Italia (1941-43) ... Amazon.com: Le parole straniere sostituite dall'Accademia d'Italia (1941-43): 9788854834125: Alberto Raffaelli: □□□□. RAFFAELLI ALBERTO, "Le parole straniere sostituite dall' ... RAFFAELLI ALBERTO, "Le parole straniere sostituite dall'Accademia d'Italia (1941-43)", presentazione di Paolo D'Achille, Roma, Aracne, 2010, pp. 208. Le parole straniere sostituite dall'Accademia d'Italia, 1941-43 Le parole straniere sostituite dall'Accademia d'Italia, 1941-43. Front Cover. Alberto Raffaelli. Aracne, 2010 - Language Arts & Disciplines - 242 pages. Il ... A. Raffaelli, Le parole straniere sostituite dall'Accademia d' ... Mar 29, 2011 — Raffaelli, Le parole straniere sostituite dall'Accademia d'Italia (1941-43). Aracne, coll. "Dulces Musae",; EAN : 9788854834125. Publié le 29 ... Le parole straniere sostituite dall'Accademia d'Italia (1941- ... Acquista Le parole straniere sostituite dall'Accademia d'Italia (1941-43) (9788854834125) su Libreria Universitaria. Un libro di Linguistica comparata e ... Le parole straniere sostituite dall'Accademia d'Italia (1941 ... Le parole straniere sostituite dall'Accademia d'Italia (1941-43) è un libro di Alberto Raffaelli pubblicato da Aracne nella collana Dulces musae: acquista ... History of the Italian Lexicon Aug 23, 2023 — Le parole straniere sostituite dall'Accademia d'Italia (1941-43). Roma, Italy: Aracne. Riga, A. (2022). Le lessico antico e Nuovo vocabolario ...