



Marketing and Modernity

Marianne Elisabeth Lien

Marketing And Modernity An Ethnography Of Marketing Practice

Saurabh Bajaj



Marketing And Modernity An Ethnography Of Marketing Practice:

Marketing and Modernity Marianne E. Lien, 1997-09 What 200 products can be made from a dead chicken What should turkey really taste like How can you make a ready made meal appear less manufactured How do you market a folk pizza This fascinating and entertaining book examines the strategies and struggles of the young professionals who are responsible for marketing a variety of ready made food products for a major Norwegian food manufacturer This setting provides the empirical focus for the analysis of the key tensions and contradictions which are to be found in modernity Through a detailed description of everyday life in the marketing department the book critically examines many of the features which are believed to characterise modernity such as authenticity ambivalence and the quest for order The setting also allows the author to explore key economic terms such as the market product brand and consumer Drawing on comparative material the author suggests that modernity may be characterized not so much by an effort at making order but rather by specific ways of dealing with ambivalence and demonstrates that features generally associated with modernity may not be so modern after all

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dealing with ambivalence and demonstrates that features generally associated with modernity may not be so modern after all
Bloomsbury Publishing **Marketing** Nick Ellis, James Fitchett, Matthew Higgins, Gavin Jack, Ming Lim, Michael Saren, Mark Tadjewski, 2010-11-17 Written by a team of renowned experts in the field Marketing A Critical Textbook provides a unique introduction and overview of critical approaches to marketing Ideally suited to advanced students of marketing the book uses examples and real world case studies to illustrate and discuss major alternative and critical perspectives on the subject enabling students to constructively question the conventional assumptions concepts and models with which they are already familiar Explains and debates key concepts in a clear readable and concise manner Provides practical and innovative demonstrations of abstract and difficult concepts through classroom exercises and individual and group activities Includes a glossary of critical marketing terms Additional material on the companion website including a full Instructor s Manual and free access to full text journal articles for students

Greek Whisky Tryfon Bampilis, 2013-04-01 In many contexts of Greek social life Scotch whisky has coincidentally become a symbol of Greekness national identity modernity and the middle class This ethnographic study follows the social life of Scotch in Greece through three distinct trajectories in time and space in order to investigate how the meanings of the beverage are projected negotiated and acquired by various different networks By examining the mediascapes of the Greek cultural industry the Athenian nightlife and entertainment and the North Aegean drinking habits the study illustrates how Scotch became associated with modernity popular music and culture a lavish style and an antidomestic masculine mentality

Fake Stuff Yi-Chieh Jessica Lin, 2011-03-29 The Anthropology of Stuff is part of a new Series dedicated to innovative unconventional ways to connect undergraduate students and their lived concerns about our social world to the power of social science ideas and evidence Our goal with the project is to help spark social science imaginations and in doing so new avenues for meaningful thought and action Each Stuff title is a short 100 page mini text illuminating for students the network of people and activities that create their material world Yi Chieh Lin reveals how the entrepreneurial energy of emerging markets such as China includes the opportunity to profit from fake stuff that is counterfeit goods that rely on our fascination with brand names Students will discover how the names and logos embroidered and printed on their own clothes carry their own price tag above and beyond the use value of the products themselves The book provides a wonderful introduction for students to global markets and their role in determining how they function

Feeding Anxieties Zofia Boni, 2023-03-10 Focusing on the underlying politics behind children s food this book highlights the variety of social relationships expectations and emotions ingrained in feeding children in Poland With rich ethnographic accounts including research with children the book demonstrates how families schools the food industry and state agencies shape and experience feeding anxieties and how such anxiety is at the heart of a new form of sociality The book complicates our understanding of health and modern subjectivity and unpacks what and how we feed children today

A Handbook of Cultural Economics Ruth Towse, 2003-01-01 Ruth Towse is to be congratulated on assembling such a high quality range of

writers on cultural economics and on orchestrating their contributions so expertly From anthropology and auctions through copyright and superstars to visual arts and welfare economics scholars and general readers alike will discover in this Handbook an absorbing compendium of entries covering the main themes of a fascinating sub discipline Martin Ricketts University of Buckingham UK The best collection on cultural economics definitive An invaluable original and important addition to the field Ruth Towse is the perfect person to put such a book together Unlikely to be surpassed anytime soon Tyler Cowen George Mason University Mercatus Center and James Buchanan Center for Political Economy US A Handbook of Cultural Economics includes over 60 eminently readable and concise articles by 50 expert contributors This unique Handbook is both highly informative and readable it covers a wide area of cultural economics and its closely related subjects While being accessible to any reader with a basic knowledge of economics it presents a comprehensive study at the fore front of the field Of the many subjects discussed chapters include Art including auctions markets prices anthropology artists labour markets arts management and corporate sponsorship globalization the internet media economics museums non profit organisations opera performance indicators performing arts publishing regulation tax expenditures value of culture and welfare economics

Research Handbook of Marketing in Emerging Economies Marin A. Marinov, 2017-04-28 Recently emerging economies have contributed significantly to the world economic growth and output This Research Handbook attempts to fill in the gap of sparse publications on marketing in emerging economies It addresses diverse issues from a universal as well as regional and country specific perspective shedding light on general topics such as data collection procedure equivalence and marketing accountability and also exploring various contexts like Central Eastern Europe and India Comparing the ways in which marketing is performed in emerging and advanced economies the chapters explore various aspects including business to business marketing relationships the role of multi cultural markets in marketing and retail marketing of multinational corporations corporate social responsibility and consumer loyalty

Contemporary Issues in Marketing and Consumer Behaviour Elizabeth Parsons, Pauline Maclaran, 2009-06-04 An exciting new book that covers all the latest buzzwords within marketing and consumer behavior building brand cultures gender ethics sustainable marketing the green and the global consumer among many more Importantly Contemporary Issues in Marketing and Consumer Behaviour makes clear links between theory and practice in marketing It also locates the recent development of both marketing ideas and applications within the wider global social and economic contexts Written by a team of experts in the field this title fills a gap in a growing market interested in these contemporary issues It provides a complete off the shelf teaching package for Masters MBA and advanced undergraduate modules in marketing and consumer behavior and a useful resource for dissertation study at both undergraduate and postgraduate levels

Handbook of Qualitative Research Methods in Marketing Russell W. Belk, 2006 A rare and much needed compilation of some thought provoking papers in the area of qualitative research in marketing this book is a must have for anyone pursuing the discipline of marketing research

scholars intent on the pursuit of qualitative inquiry as well as practising professionals looking for innovative approaches to research Global Business Review Belk has compiled an exhaustive collection of contributions from scholars and practitioners throughout North America and Europe This extremely informative volume spans the full array of qualitative research areas Highly recommended S D Clark Choice The Handbook of Qualitative Research Methods in Marketing offers both basic and advanced treatments intended to serve academics students and marketing research professionals The 42 chapters begin with a history of qualitative methods in marketing by Sidney Levy and continue with detailed discussions of current thought and practice in research paradigms such as grounded theory and semiotics research contexts such as advertising and brands data collection methods such as projectives and netnography data analysis methods such as metaphoric and visual analyses presentation topics such as videography and reflexivity applications such as ZMET applied to Broadway plays and depth interviews with executives special issues such as multi sited ethnography and research on sensitive topics Authors include leading scholars and practitioners from North America and Europe They draw on a wealth of experience using well established as well as emerging qualitative research methods The result is a thorough timely and useful Handbook that will educate inspire and serve as standard reference for marketing academics and practitioners alike Marketing Performativity Katy Mason,Hans Kjellberg,Johan Hagberg,2018-10-11 Marketing Performativity Theories practices and devices addresses concerns about the theory practice gap so often discussed by marketing scholars and indeed reframes this gap by asking how is marketing theory performative How does marketing theory shape action Who uses it in practice and to what effects The individual contributions in this book look at how marketing theories are used in practice and what this means for our understanding of the practicing theorising landscape of marketing The book begins by considering what performativity is and how this concept is used in the marketing literature It then considers three themes concerning the performativity of marketing that emerge from the contributions before presenting ten empirical studies that ask how why and to what effect marketing theories are used and performed in marketing practice The book also summarises the implications of three themes and sketches research areas for further developing our understanding of the performativity of marketing This book was originally published as a special issue of the Journal of Marketing Management Research Handbook on Entrepreneurship as Practice Thompson, Neil A.,Byrne, Orla,Jenkins, Anna,Teague, Bruce T.,2022-04-08 This Research Handbook advances entrepreneurship theory in new ways by integrating and contributing to contemporary theories of practice Leading theorists and entrepreneurship experts who are part of the growing Entrepreneurship as Practice EaP research community expertly propose methodologies theories and empirical insights into the constitution and consequences of entrepreneuring practices Collateral Knowledge Annelise Riles,2011-05 Who are the agents of financial regulation Is good or bad financial governance merely the work of legislators and regulators Here Annelise Riles argues that financial governance is made not just through top down laws and policies but also through the daily use of mundane legal techniques

such as collateral by a variety of secondary agents from legal technicians and retail investors to financiers and academics and even computerized trading programs Drawing upon her ten years of ethnographic fieldwork in the Japanese derivatives market Riles explores the uses of collateral in the financial markets as a regulatory device for stabilizing market transactions How collateral operates Riles suggests is paradigmatic of a class of low profile mundane but indispensable activities and practices that are all too often ignored as we think about how markets should work and be governed Riles seeks to democratize our understanding of legal techniques and demonstrate how these day to day private actions can be reformed to produce more effective forms of market regulation

Islam, Marketing and Consumption Aliakbar Jafari, Özlem Sandikci, 2016-01-13 In recent years a critically oriented sub stream of research on Muslim consumers and businesses has begun to emerge This scholarship located both within and outside the marketing field adopts a socio culturally situated approach to Islam and investigates the complex and multifaceted intersections between Islam and markets This book seeks to reflect various unheard and emerging critical voices from within the Muslim world and provide a series of critical insights on how if and why Islam matters to marketing theory and practice It questions the existing assumptions and polarising discussions which underpin the portrayal of Islam as the other of Modernity while acknowledging that Muslims themselves are partially responsible for creating stereotyped representations of Islam and the Muslim This wide ranging and insightful collection will advance emerging critical perspectives and provide new insights that will influence the generation and application of knowledge in the context of Muslim societies It will open up fresh conversations for scholars in marketing as well as the broader humanities and social sciences

Oikos and Market Stephen Gudeman, Chris Hann, 2015-06-01 Self sufficiency of the house is practiced in many parts of the world but ignored in economic theory just as socialist collectivization is assumed to have brought household self sufficiency to an end The ideals of self sufficiency however continue to shape economic activity in a wide range of postsocialist settings This volume s six comparative studies of postsocialist villages in Eastern Europe and Asia illuminate the enduring importance of the house economy which is based not on the market but on the order of the house These formations show that economies depend not only on the macro institutions of markets and states but also on the micro institutions of families communities and house economies often in an uneasy relationship

The Practical Marketer: Your Ultimate Guide to Consumer Product Marketing Saurabh Bajaj, 2024-08-20 Have you ever wondered what goes on behind the making of iconic ad campaigns like Thanda Matlab Coca Cola Cadbury Celebrations Toh Iss Diwali Aap Kise Khush Kareng or Britannia Khao World Cup Jao While we all enjoy catchy ads only a few are aware of how iconic ads are made With over two decades of experience in sales and marketing and having been a part of all aspects of brand building from advertising and promotions to innovations and packaging Saurabh Bajaj provides great insights into how marketing shapes brands and businesses The Practical Marketer serves as an excellent guide to consumer product marketing for those who want to understand what works and what doesn t in a highly competitive

market You will learn how to Leverage consumer behaviour insights Build a brand strategy Deliver winning products and campaigns Create the right brand architecture Take your brand to international markets Rich with real world examples and engaging backstories of popular campaigns Bajaj led this book will help you gain an in depth understanding of marketing from a practitioner s perspective Marketing of Tourism Experiences Noel Scott,Eric Laws,Philipp Boksberger,2013-09-13 This book provides a review of the current theory and practice of experiential tourism and how it is marketed Many societies today are characterised by widespread individual wealth of an order previously confined to the elite with the consequence that ownership of ordinary physical goods is no longer a distinguishing factor Instead people are now seeking the extraordinary with examples being bodies enhanced through surgery personal fitness trainers and in the case of leisure and tourism seeking unique and unusual places to visit and activities to undertake This trend manifests in the increasing consumption of services and the addition of experiential elements to physical goods by businesses aware of societal changes The trend is enhanced by rapidly changing technology and economic production methods providing new sectors of the world s population with access to the consumption experiences that are repeatedly featured in the media This is the experience economy characterised by a search by consumers for fantasies feelings and fun This book was based on a special issue of Journal of Hospitality Marketing Mangement **From Marginal to Mainstream** Helen Edwards,2023-02-03 Legacy brands are struggling The hand to hand combat for advantage has become a zero sum game producing small share gains and losses but nothing to bring about sensational new growth This book shows why businesses marketers and entrepreneurs need to break free from their mainstream inhibition and turn their attention to the margins to confront evaluate and embrace the strangeness of behaviours ideas and ways of life at the fringes Why Because marginal behaviours can break through and take off They can go mainstream They can unleash consumer driven disruption promoting new innovation new routes to market new winners and losers and new growth Using original research and analysis of the brands that have successfully backed marginal behaviours From Marginal to Mainstream provides a framework for understanding and evaluating this non obvious untapped potential Marginal behaviours may be unpromising untested weird even sometimes repulsive yet they can point the way to the future Today s margins are tomorrow s pot of gold if you know where and how to look *Ethical Life in South Asia* Anand Pandian,Daud Ali,2010 Outgrowth of an international workshop on the subject of South Asian ethical practices held in Vancouver Canada in September 2007

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