

The Evolution of Applied Marketing Theory as Evinced by Textbook Definitions

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Abstract

Advocates of context-bound theories suggest that the definitions of key marketing concepts change as the dominant schools of marketing thought change. Following Fullerton's and Arndt's suggestion to use context-bound theories in assessing the definitions of the key concepts presented in principles textbooks, we examined longitudinal changes in the definition of market. Our results suggest that the post-1960 definitions of market were not derived from general marketing theory (i.e., broad scientific theory); thus principles textbooks are a content-bound source of original marketing thought because their authors may define key concepts independently of general marketing theory.

Introduction

Theory must specify the context(s) in which it applies - and those in which it does not. Marketing theories...are not necessarily universal, but rather may legitimately have temporal and spatial bounds—the quality of a marketing theory is not synonymous with its universality.

— Fullerton, 1990

A theory of marketing explains how markets work. The ultimate purpose of theory is to find a way of making markets work better.

— Alderson, 1965

Advocates of general (i.e., broad scientific) theories in marketing embrace the logical empiricist paradigm delineated by Hunt [1983]. In their view, marketing scholars should limit

the scope of their investigations to the search for scientific laws that are "absolute, ahistoric, immutable, and independent of human existence" [Buttle 1989, p.199].

Skeptics of general theories in marketing fault such theories for their ahistoricity, abstractness, and assumption of uniformitarianism [cf. Anderson 1983; Arndt 1985; and Fullerton 1987]. As an alternative, these skeptics encourage marketing scholars to develop context-bound theories that are "sensitive to the dimensions of time and space" [Buttle 1989, p.199]. Context-bound theorists assume the historian's traditional premise that human events are unique phenomena and the historical sociologist's premise that history is composed of both unique events and evolving patterns of human behavior.

General theories seem to dominate the major scholarly journals. However, do general theories or context-bound theories dominate marketing pedagogy? By focusing on the key concepts presented in principles of marketing and marketing management textbooks, we may find that the marketing theory taught to future practitioners (henceforth, applied marketing theory) is not ahistorical.

To determine if the meanings of key marketing concepts, as used in principles textbooks, evolve with changes in the accepted view, we can explore concepts that: (1) are shared by marketing textbooks, old and new alike; (2) are core concepts, and hence sensitive to fundamental changes in marketing; (3) are defined with some degree of author discretion, i.e., their definitions are not fixed by an A.M.A. definitions committee; (4) are not borrowed from other disciplines en masse, i.e.,

Marketing Theory Text

Adrian Palmer



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Marketing Theory Michael J Baker, Michael Saren, 2010-03-18 Electronic Inspection Copy available for instructors here Building on the popularity of the first edition published in 2000 the Second Edition brings together revised and new original chapters from an outstanding team of contributors providing an authoritative overview of the theoretical foundations and current status of thinking on topics central to the discipline and practice of marketing Summary of key features A marketing theory text written specifically for students Provides an introduction and overview of the role of theory in marketing Contributors are leading well established authorities in their fields Explains key concepts for students in a clear readable and concise manner Provides full in depth coverage of all topics with recommended further readings *Marketing Theory* Michael John Baker, 2000 The SAGE Handbook of Marketing Theory Pauline Maclaran, 2009-12-22 This exciting new Handbook brings together the latest in debates concerning the development of marketing theory featuring original contributions from a selection of leading international authors The collection aims to give greater conceptual cohesion to the field by drawing together the many disparate perspectives and presenting them in one volume The contributors are all leading international scholars chosen to represent the intellectual diversity within marketing theory **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 *Marketing Theory* Shelby D. Hunt, 2014-12-18 One of the true classics in Marketing is now thoroughly revised and updated Marketing Theory is both evolutionary and revolutionary As in earlier editions Shelby Hunt focuses on the marketing discipline s multiple stakeholders He articulates a philosophy of science based tool kit for developing and analyzing theories law like generalizations and explanations in marketing science Hunt adds a new dimension to the book however by developing arguments for the position that Resource Advantage Theory provides the foundation for a general theory of marketing and a theoretical foundation for business and marketing strategy Also new to this edition are four chapters adapted and updated from Hunt s Controversy in Marketing Theory that analyze the philosophy debates within the field including controversies with respect to scientific realism qualitative methods truth and objectivity **Marketing Management: Text and Cases Indian Context** Tapan K. Panda, 2009 **Introduction to Marketing** Adrian

Palmer,2012-03-29 This new innovative textbook provides a highly accessible introduction to the principles of marketing presenting a theoretical foundation and illustrating the application of the theory through a wealth of case studies

Marketing Theory Jagdish N. Sheth,Atul Parvatiyar,Can Uslay,2024-11-13 Presents a comprehensive and up to date account of the evolution and underlying rationale of marketing theories Marketing is a dynamic discipline subject to evolutionary changes over time Over the years many schools of marketing thought have enriched the discipline Today some of the schools are only found in history books while others have transformed into new modern schools of thought shaped by changing marketing contexts and the emergence of digital technology Marketing Theory examines 16 schools of marketing thought that emerged evolved and dominated the marketing discipline over the course of a century Written by a team of noted experts this acclaimed book provides in depth evaluations of each school utilizing a rigorous metatheoretical framework based on scientific criteria such as syntax semantics and pragmatics In this new global expanded edition Marketing Theory identifies four new schools of marketing thought that have emerged in the past 30 years each with separate chapters devoted to their assessment It remains a must read book for doctoral students in marketing as well as young scholars and practitioners who want to understand the rationale and theoretical tenets of the various schools and contextualize their role in developing contemporary marketing theory New to this Edition New chapters on four new schools of marketing thought New content on contenders for a general theory of marketing Market Orientation Service Dominant Logic Rule of Three Theory and Resource Advantage R A Theory of Competition New and expanded coverage of Relationship Marketing with greater emphasis on R A Theory Now includes insightful questions for analysis and advanced level discussions for every chapter Wiley Advantage Covers the main concepts and principles underlying marketing theory and practice Provides a comprehensive typology for the 16 major schools of marketing thought Describes concepts and axioms useful in generating a practical theory of marketing Offers a practical approach to marketing theory that generates a more realistic view of marketing issues Illustrates how marketing problems have been solved in the real world of business by connecting theory to practice Includes extensive references throughout including many pioneering yet lesser known works

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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

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Perspectives in Marketing Theory Jerome B. Kernan, 1968

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Marketing Theory: Philosophy of Science Perspectives Ronald F. Bush, Shelby D. Hunt, 2011-10-15

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