

Contents

Author Biographies	vi
Introduction	1
1 Introducing the History of Marketing Theory and Practice	13
2 Marketing ‘Science’ and the Paradigm Debates	34
3 What’s the Story? Analysing Marketing Discourse	57
4 Interrogating the Ideological Function of Marketing	77
5 The Management of Marketing	97
6 Taking a Different Look at Business-to-Business Marketing	114
7 Consumer Surveillance and Marketing Research	134
8 Consumer Rights and Resistance	156
9 Consumer Society and the Production of Identity	178
10 Marketing and the Sign	197
11 Globalisation and Ethics	217
Glossary	235
Index	241