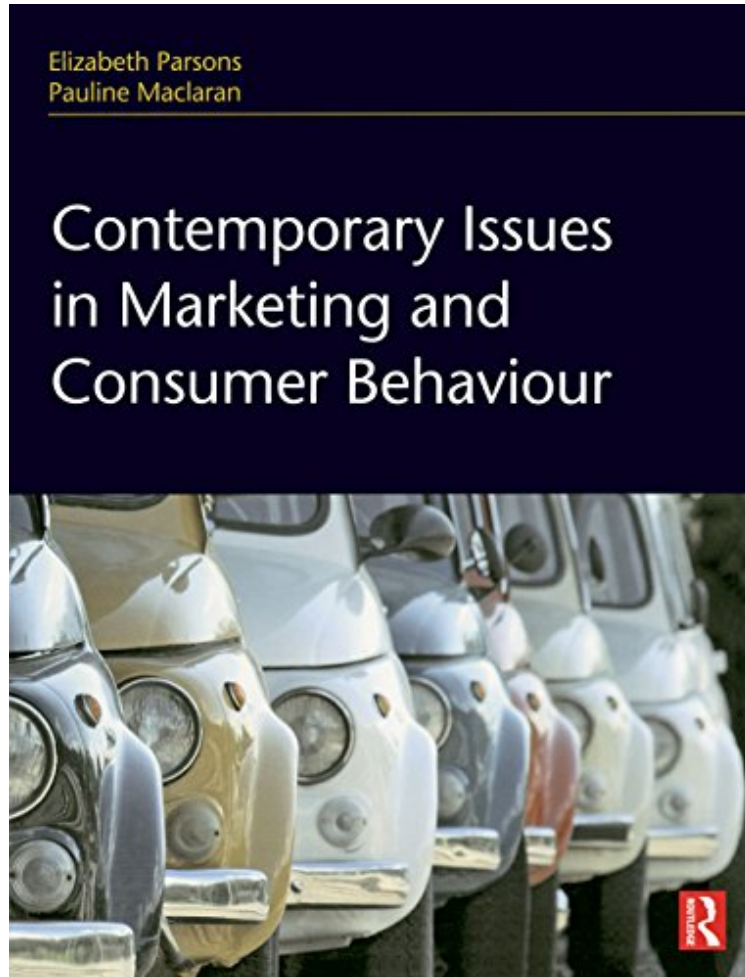


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# Contemporary Issues in Marketing and Consumer Behaviour

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This is a 'must read' for anyone interested in studying and learning about contemporary issues in marketing and consumer behaviour. Written by three brilliant scholars, this fully updated edition will be on my favourites shelf for many years to come. I urge you to add it to your book collection too. Anthony Patterson, Professor of Marketing, The University of Liverpool, UK. Fortunately for students of marketing and consumer culture, these three highly-respected scholars leverage their considerable pools of expertise to create a comprehensive, convincing, and readable account of the established (e.g., gender) and emerging (e.g., psychoanalysis) dimensions and discourses that motivate and influence contemporary consumer culture. A must-have resource for students of consumer behavior, branding, marketing strategy, and international marketing ndash; at all levels. Cele C. Otnes, Investors in Business Education Professor of Marketing, University of Illinois at Urbana-Champaign, USA. Parsons, MacLaran and Chatzidakis offer a timely, reflective and critical account of contemporary issues in marketing and consumer behaviour that encourages us to think about how marketing relates to everyday consumption and society more broadly. The second edition offers fresh insights into the complex interrelationship between consumers, companies and the marketplace. Supported with key readings and cases studies this is an invaluable resource for marketing scholars. David Marshall, Professor of Marketing and Consumer Behaviour, University of Edinburgh, UK. About the Author Elizabeth Parsons is Professor of Marketing at the University of Liverpool, UK. Pauline Maclaran is Professor of Marketing and Consumer Research at Royal Holloway, University of London, UK. Andreas Chatzidakis is Senior Lecturer in Marketing at Royal Holloway, University of London, UK.