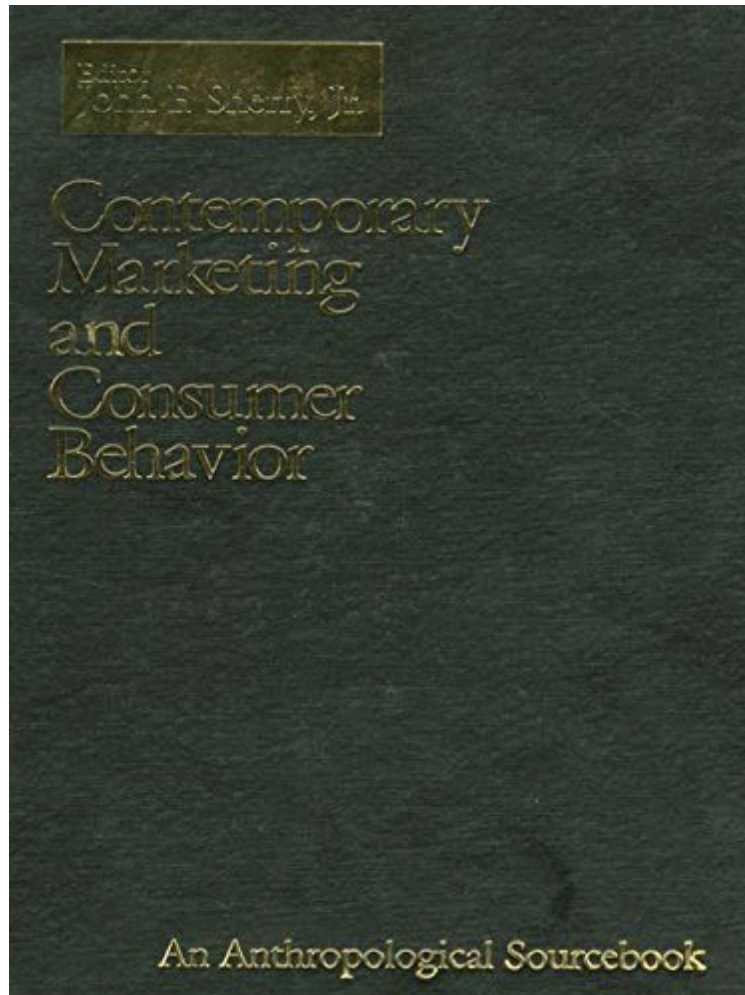


Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook

John F. Sherry

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John F. Sherry : Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook before purchasing it in order to gage whether or not it would be worth my time, and all praised Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook:

1 of 1 people found the following review helpful. Still a very useful and important bookBy CustomerThough it is almost ten years old now,this is still one of the most exciting books in consumer research and marketing. It brings together a wide variety of cultural analyses of goods and consumption, showcasing methods and theories which will be useful to anyone interested in why people buy the things they do.

This exploration of marketing and consumer behaviour comprises original articles, both theoretical and empirical, and serves as a sourcebook for those interested in consumption and managerial consequences. Issues discussed include:

elements of the marketing mix; advertising and promotion; relationship management; managerial intervention and stakeholder response; organization behaviour; economic development; class-and-gender-linked consumer behaviour; and the production of consumption. They are examined using anthropological perspectives and methods ranging from materialistic to semiotic.