

Market Share & Margins: Economic Theory & Practice



Economic Theory And Marketing Practice

Nicolae Alexandru Pop



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Economic Theory and Marketing Practice Angela Hatton, Michael Oldroyd, 1999 **Economic Theory and Marketing Practice** Angela Hatton, Michael Oldroyd, 1992 *The SAGE Handbook of Marketing Theory* Pauline Maclaran, Michael Saren, Barbara Stern, Mark Tadajewski, 2009-12-04 Bringing together the latest debates concerning the development of marketing theory featuring original contributions from a selection of leading international authors this 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 Divided into six parts the Handbook covers the historical development of marketing theory its philosophical underpinnings major theoretical debates the impact of theory on representations of the consumer the impact of theory on representations of the marketing organisation and contemporary issues in marketing theory **Marketing Practice** Percival White, Walter Sumner Hayward, 1924 **Marketing Theory and Practice in Romania** Nicolae Alexandru Pop, 2025-08-24 Over the last three decades the Romanian economy transitioned from a centralized nonmarket economy that outlawed private property to a thriving free market economy During this time it had to overcome non marketed mentalities the novelty of private ownership develop a civil society absorb numerous political shocks content with the global digital revolution and compete with foreign rivals This book explores the marketing experiences in Romania over this period to provide insights for other developing nations such as Asia Africa and South America It provides a blend of marketing concepts and analytical tools as well as case studies It explores such topics as artificial intelligence neuromarketing introduction to international marketing relationship marketing sports marketing retail marketing marketing in family businesses and tourism marketing to name a few This book is useful for researchers scholars academics students and practitioners interested in international marketing and marketing strategy particularly for developing nations *Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty* Harlan E. Spotts, 2014-11-10 This volume includes the full proceedings from the 2004 Academy of Marketing Science AMS Annual Conference held in Vancouver Canada entitled Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty It includes papers aimed to create awareness of the issues trends and advances associated with current marketing theories and practices Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complementing the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS

Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Marketing Theory Michael J Baker, Michael Saren, 2016-05-16 Marketing Theory introduces and explains the role of theory in marketing by uncovering its histories disciplinary underpinnings subfields discourses and debates From strategy and ethics to digital marketing and consumer behaviour leading marketing experts shine a light on what can be a challenging perspective of marketing In this new Third Edition there are up to date examples from global companies such as Pepsi Amazon and H entirely new chapters on Digital and Social Media Marketing and Service Dominant Logic SD L and contributions from Global Specialists including Bob Lusch Patrick Murphy and Susan Hart Ideal for Upper level undergraduate and postgraduate marketing students studying marketing theory critical marketing and the history of marketing modules

Hearing on Petroleum Marketing Practices and Their Impact on Small Business United States. Congress. Senate. Committee on Small Business, 1992 *A Theory of Marketing* Marius Lüdicke, 2007-11-06 Marius L dicke documents and explains the largely abandoned scholarly ambition to develop a general theory of marketing Drawing on Luhmannian social systems theory the author proposes a fundamentally different comprehensive concept of marketing that fulfills foundational scholarly and managerial requirements in an unprecedented way Understanding and Evaluating Research Sue L. T. McGregor, 2017-10-25 Understanding and Evaluating Research A Critical Guide shows students how to be critical consumers of research and to appreciate the power of methodology as it shapes the research question the use of theory in the study the methods used and how the outcomes are reported The book starts with what it means to be a critical and uncritical reader of research followed by a detailed chapter on methodology and then proceeds to a discussion of each component of a research article as it is informed by the methodology The book encourages readers to select an article from their discipline learning along the way how to assess each component of the article and come to a judgment of its rigor or quality as a scholarly report *Spatial and Regional Analysis Methods in Forestry Economics* Alex Obiye, Daniel E. Chappelle, Con H. Schallau, 1986

Decolonizing Marketing Theory and Practice Hasan Gilani, 2024-11-22 In academic institutions worldwide the call to decolonize the syllabus curriculum and the entire university experience is growing louder and more urgent Yet the conversation must extend beyond blogs hashtags and social media trends This book dives deep into the critical need to challenge and transform the foundations of marketing education Addressing the urgent need for deeper conversations this book delves into the multifaceted process of decolonizing marketing theory and practice to foster a more inclusive field Through an insightful collection of contributions this book critically examines the entrenched roots of colonization capitalism and inequality urging us to move beyond simply adding non white authors and non Western case studies to the curriculum Decolonization should begin with a focus on inclusivity and equality progressing towards the recognition and exploration of diverse contexts and paradigms Through rigorous analysis and innovative perspectives this book identifies key areas in marketing pedagogy that require decolonization urging a move away from exclusionary practices

and Western centric ideologies It identifies crucial areas where texts knowledge and contexts need to be decolonized advocating for a paradigm shift from a culture of exclusion and Western centric ideologies to one that embraces inclusivity and a broad range of philosophical perspectives from the non Western world Aimed at researchers and academics in the field of marketing this book offers a profound exploration of teaching and learning dynamics from a more inclusive and diverse perspective By fostering engagement with a wider audience it seeks to enrich the discourse around marketing education with a more nuanced and enriched perspective Decolonizing Marketing Theory and Practice is an essential resource for those committed to creating a more equitable and comprehensive understanding of marketing in a global context **Internet Marketing Research: Theory and Practice** Lee, Ook, 2000-07-01 Internet marketing has become an important issue for many businesses around the world which have any form of commercial presence on the net It is often perceived that doing business on the Internet mostly requires competency in the technology area However as many dot com companies are failing due to lack of revenue generation which could be induced by the inadequate marketing and marketing research practitioners and scholars of e commerce are keen to obtain a better understanding of the whole phenomenon of Internet marketing To understand what s working as an Internet marketing strategy or tactic one needs to conduct marketing research using rigorous statistical methodology **The Economics of Marketing and Advertising** William Daniel Moriarty, 1923

Pioneers in Marketing D.G. Brian Jones, 2011-12-21 Pioneers in Marketing A Collection of Biographical Essays discusses eight historically important marketing scholars whose careers collectively spanned over 100 years An introductory chapter describes the role of biography in the study of marketing thought and introduces the eight subjects in this collection Subsequent chapters describe the lives of Edward David Jones Simon Litman Henry Charles Taylor Percival White George Burton Hotchkiss Theodore N Beckman David D Monieson and William R Davidson focusing on their intellectual and professional contributions to the marketing discipline The biographies are based on rare archival materials some personal interviews and analysis of the subjects major works The final chapter draws lessons from the collection for marketing students and teachers Several important discoveries are reported that suggest opportunities for further research These stories will inform and inspire students of marketing **Sustainable Enterprise** Mark Peterson, 2012-10-08 This title goes beyond the internal firm strategies of micromarketing and the four Ps to take a broader perspective focused on the interconnectedness of markets marketing and society

Contemporary Issues in Business Ethics Mary W. Vilcox, Thomas O. Mohan, 2007 Business ethics is a form of the art of applied ethics that examines ethical rules and principles within a commercial context the various moral or ethical problems that can arise in a business setting and any special duties or obligations that apply to persons who are engaged in commerce Business ethics can be both a normative and a descriptive discipline As a corporate practice and a career specialisation the field is primarily normative In academia descriptive approaches are also taken The range and quantity of business ethical issues reflects the degree to which business is

perceived to be at odds with non economic social values Historically interest in business ethics accelerated dramatically during the 1980s and 1990s both within major corporations and within academia For example today most major corporate websites lay emphasis on commitment to promoting non economic social values under a variety of headings e g ethics codes social responsibility charters In some cases corporations have redefined their core values in the light of business ethical considerations Catching business ethics in action however remains a seldom spotted nugget for in reality it depends on the characters of the characters

Religion and Economics: Normative Social Theory J.M. Dean,A. M. C. Waterman,2012-12-06 Normative Social Theory James M Dean and A M C Waterman University of Manitoba 1 Economics and Religion Once Again This hook is a sequel to Economics and Religion Are They Distinct Brennan and Waterman 1994 That volume was motivated by a frustration born of many disappointing encounters between economists and theologians in the 1980s Can bishops synods and other voices of organized religion bring any interesting and disinterested contribution to the public policy debate If so what is the relation of their contribution to that of the purely secular knowledge economists believe they can supply Can economists bring any interesting and disinterested contribution to the public policy debate If so what is the relation of their contribution to the fundamental values that inform social ethics and that are still guarded to a large extent by religious tradition All too often the two sides talked at cross purposes Well intentioned economists coexisted for a few hours or days with well intentioned theologians whose manner of conceiving social reality was radically incompatible with their own There seemed to be no common ground The first requisite of any genuine conversation is an agreed conceptual framework that is able to accommodate the peculiar social vision both of the economist and of theologian and to display the logical relation between the two

The Oxford Handbook of Entrepreneurship Mark Casson,2008 Entrepreneurship is a key factor in economic growth innovation the development of firms businesses Written by leading scholars this book presents a comprehensive review of the research in entrepreneurship

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

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