



The SAGE Handbook of Marketing Theory

Pauline Maclaran, Michael Saren, Barbara Stern, Mark Tadajewski

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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.

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