



Marketing: A Critical Introduction

By Chris Hackley

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'I see this book as an important addition to the marketing literature. A weakness in critical approaches to marketing is that they are often not made easily accessible to undergraduate students. Chris Hackley has done a wonderful job in producing a rigorous text that remedies this situation and makes critical perspectives accessible to all' - **Professor Rob Lawson, University of Otago**

Does marketing really work for organizations, managers and citizens? How can marketing management be studied and practised critically?

This key text introduces the essentials of critical thinking within the field of marketing in easy to read and understandable terms. Integrating critical perspectives with the topics of the typical marketing curriculum, Chris Hackley has produced an indispensable supporting text for upper level, undergraduate and postgraduate Marketing courses. A wide range of issues are covered including:

- Historical origins and influences in marketing

- Introduction to the concepts of Critical Theory

- Marketing 'orientation' and the marketing 'mix'

- Critique of marketing principles

- Marketing and strategy

- The role of research in marketing

- Marketing and managerial ideology

- Marketing ethics

Each chapter includes Chapter Review questions, Case studies reflecting issues in the chapters, along with supporting case questions and reflections, as well as stimulating practical examples.

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Editorial Review

Review

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(Rob Lawson 2009-04-06)

About the Author

Chris Hackley is Professor of Marketing at the School of Management, Royal Holloway University of London, UK.

Chris Hackley was the first Chair in Marketing to be appointed at Royal Holloway University of London, in 2004. Prior to that he was head of the Marketing subject group at the University of Birmingham, UK. His PhD from Strathclyde University (AACSB), Scotland, focused on the creative development process in top advertising agencies. He teaches and researches in advertising, marketing, and consumer cultural policy. Chris has published his work in some 200 books, research articles, features, reports, conference papers and presentations. He has consulted on UK alcohol policy with the UK Government Cabinet Office and the Department of Health, and with commercial organisations such as ITV, Sky Media, Channel 4 TV, New Media Group and the Huffington Post on topics including product placement and native advertising. Professor Hackley is a regular contributor to print and broadcast media on marketing and consumer policy topics with more than 100 media appearances and mentions. He has been interviewed on alcohol policy and media policy for BBC TV, ITV, BBC Radio 4, and Channel 4 TV, and his joint research has been mentioned in most UK national newspapers, and also in some overseas publications such as the Melbourne Age, Harvard Business Review, and The Times of India.

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