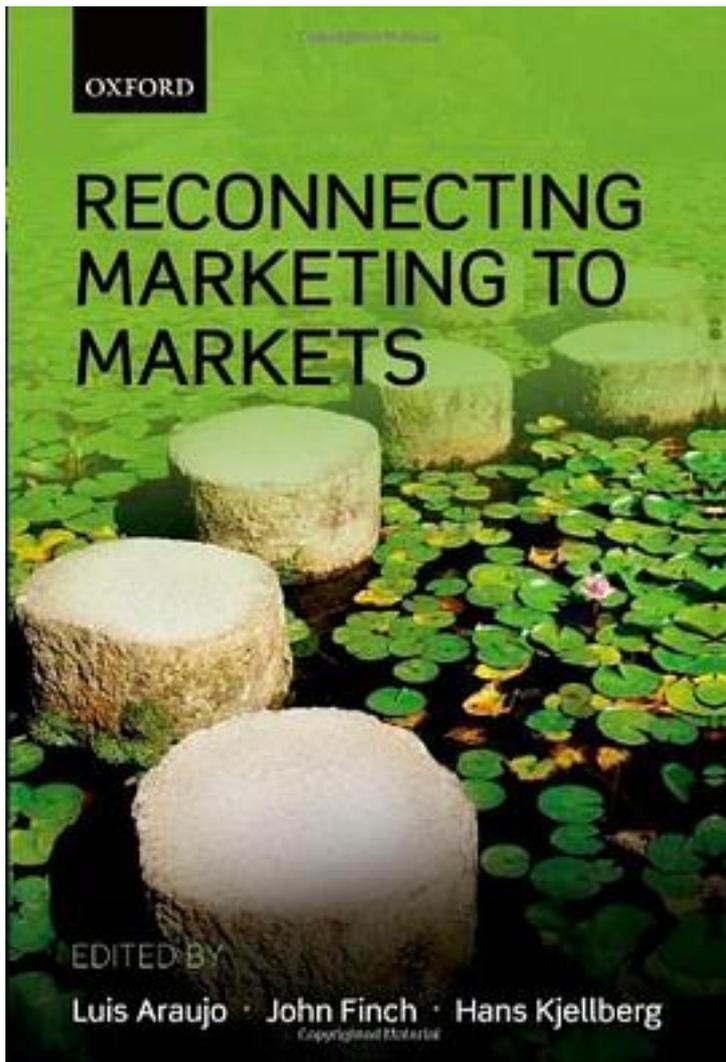


Reconnecting Marketing to Markets



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The historical link between marketing and markets, prevalent until the 1960s, has given way to the view of marketing as a portable set of tools applicable to markets and non-markets alike. By re-establishing the connection between the two, this book examines the argument that marketing produces markets: marketing practices and theories play a very significant role in the production of markets and the kinds of entities and phenomena that populate markets. This interdisciplinary book brings together theoretical and empirical contributions from marketing and economic sociology to analyse and develop novel approaches to interpreting the relationship between marketing theory, marketing practices, and markets across a variety of market settings and countries.

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