



# Marketing: A Critical Textbook

*Nick Ellis, James Fitchett, Matthew Higgins, Gavin Jack, Ming Lim, Michael Saren, Mark Tadajewski*

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With a focus on introducing the key concepts of critical and alternative marketing, this text brings the real-world challenges and considerations of marketing to students. Both productive and positive, the approach taken offers other ways of looking at, and solving, marketing 'problems'.

Using examples and case studies to illustrate and discuss major alternative and critical perspectives on the subject, it enables students to constructively question the conventional assumptions, concepts and models with which they are already familiar.

- Each chapter in this book presents the alternative(s) approaches to the topic step by step
- Real world case studies and examples
- Fully supported with chapter pedagogy
- Features a Companion Website, including Instructor's Manual

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