

**introduction: theorising gender and gendering theory in ...** - the field of marketing and consumer research, and contrast this evolution with the developments in feminist theory. they identify examples of "missing feminisms"™ that have been relatively neglected in marketing and consumer research, including queer theory; critical race, intersectional and transnational feminisms; material-

**role of relationship marketing in competitive marketing ...** - journal of management and marketing research role of relationship marketing in competitive marketing strategy nagasimha kanagal indian institute of management, bangalore abstract ... from either a transaction cost analysis approach or a social exchange theory approach.

**theory and history in marketing - cal poly pomona** - theory and history in marketing— jerry kirkpatrick pepperdine university, malibu. california, usa this article presents a theoretical foundation for marketing based on the ideas of the austrian school of economists. after a discussion of the methodological foundations of austrian economics, which reject

**services marketing theory revisited ... - ugc approved journal** - therefore require different marketing frameworks. this has resulted in a fresh "services-marketing-is-different"™ debate. the present article tests the validity of basic assertion of services marketing theory that four specific characteristics "intangibility, heterogeneity, inseparability, and perishability"™ make services uniquely different

**reflections on the market-oriented theory in the behaviour ...** - "marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." within the marketing theory, several marketing orientations towards the marketplace have been developed during the marketing evolution. these

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**segmenting and targeting your market: strategies and ...** - segmenting and targeting your market: strategies and limitations abstract [excerpt] almost any marketing textbook will tell you that the key to successful marketing can be summed up by the stp strategy "that is, segmentation, targeting, and positioning. this approach suggests that the mass

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