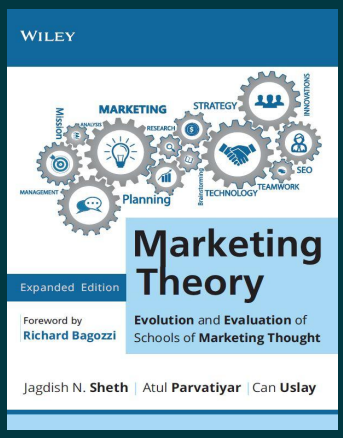
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Marketing Theory: Evolution and Evaluation of Schools of Marketing Thought

By Jagdish N. Sheth, Atul Parvatiyar, Can Uslay

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Description

The discipline of marketing has grown exponentially in recent years. Its evolution over the past century is both fascinating and impressive. Along this journey, many schools of marketing thought emerged and enriched the discipline. However, several of these schools of thought are now a part of the history books. Yet, others have morphed into new schools of thought shaped by the changing marketing context and the emergence of digital technology. This is a must-read book for doctoral students in marketing, and young scholars and practitioners who would like to learn about the rationale and theoretical tenets of the various schools of marketing thought and how they contributed to the contemporary and current premise for developing marketing theory.

About the Author

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Jagdish N. Sheth is the Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University. He is globally known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. Over 50 years of experience in teaching and research at University of Southern California, University of Illinois at Urbana-Champaign, Columbia University, MIT

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