



# Marketing: A Critical Textbook

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

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Ideally suited to advanced students of marketing, the book uses examples and 'real world' case studies to illustrate and discuss major alternative and critical perspectives on the subject, enabling students to constructively question the conventional assumptions, concepts and models with which they are already familiar.

- Explains and debates key concepts in a clear, readable and concise manner.
- Provides practical and innovative demonstrations of abstract and difficult concepts through classroom exercises and individual and group activities.
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