

# MN5051: Marketing - A Critical Introduction

View Online



---

[1]

Ellis, N. 2012. Marketing: A Critical Textbook. SAGE.

[2]

Hackley, C.E. 2009. Marketing: A Critical Introduction. SAGE.

[3]

Hackley, C.E. 2009. Marketing: A Critical Introduction. SAGE.

[4]

Keller, M. et al. 2019. Routledge Handbook on Consumption. Taylor & Francis Ltd.

[5]

Ska

le

n, P. et al. 2012. Marketing Discourse: A Critical Perspective. Routledge.

[6]

Tadajewski, M. et al. eds. 2018. The Routledge Companion to Critical Marketing. Routledge.

[7]

Tadajewski, M. et al. eds. 2019. The Routledge Companion to Critical Marketing. Routledge.

[8]

Zwick, D. and Cayla, J. 2012. Inside Marketing: Practices, Ideologies, Devices. Oxford University Press.

[9]

Consumption, Markets & Culture.

[10]

European Journal of Marketing.

[11]

International Journal of Consumer Studies.

[12]

Journal of Consumer Research.

[13]

Journal of Macromarketing.

[14]

Journal of Marketing Management.

[15]

Marketing Theory.