

MN5051: Marketing - A Critical Introduction

View Online



Consumption, Markets & Culture, (London), n.d.
<<https://www.tandfonline.com/loi/gcmc20>>

Ellis, Nick, Marketing: A Critical Textbook (SAGE, 2012)

European Journal of Marketing, (Bradford, West Yorkshire), n.d.
<<https://www.emeraldinsight.com/loi/ejm>>

Hackley, Christopher E, Marketing: A Critical Introduction (SAGE, 2009)

Hackley, Christopher E., Marketing: A Critical Introduction (SAGE, 2009)
<<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=689449>>

International Journal of Consumer Studies, (Oxford, England), n.d.
<<https://onlinelibrary.wiley.com/journal/14706431>>

Journal of Consumer Research, n.d. <<https://www.jstor.org/journal/jconsrese>>

Journal of Macromarketing, (Boulder, Colorado), n.d.
<<https://journals.sagepub.com/loi/jmk>>

Journal of Marketing Management, (Helensburgh, Scotland), n.d.
<<https://www.tandfonline.com/loi/rjmm20>>

Keller, Margit, and others, Routledge Handbook on Consumption (Taylor & Francis Ltd, 2019)

Marketing Theory, (London), n.d. <<https://journals.sagepub.com/loi/mtq>>

Ska

.

le

,

n, Per, Markus Fellelsson, and Martin

Fouge

,

re, Marketing Discourse: A Critical Perspective (Routledge, 2012)

Tadajewski, Mark, and others (eds), The Routledge Companion to Critical Marketing
(Routledge, 2018)

—, and others (eds), *The Routledge Companion to Critical Marketing* (Routledge, 2019)
<<https://www-taylorfrancis-com.royalholloway.idm.oclc.org/books/edit/10.4324/9781315630526/routledge-companion-critical-marketing-mark-tadajewski-matthew-higgins-janice-denegri-knott-rohit-varman>>

Zwick, Detlev, and Julien Cayla, *Inside Marketing: Practices, Ideologies, Devices* (Oxford University Press, 2012)