

MN5051: Marketing - A Critical Introduction

View Online



-
1.
Hackley CE. Marketing: A Critical Introduction. Los Angeles: SAGE; 2009.
 2.
Hackley CE. Marketing: A Critical Introduction [Internet]. London: SAGE; 2009. Available from: <https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=689449>
 3.
Ellis N. Marketing: A Critical Textbook. London: SAGE; 2012.
 4.
Tadajewski M, Higgins M, Denegri-Knott J, Varman R, editors. The Routledge Companion to Critical Marketing. London: Routledge; 2018.
 5.
Tadajewski M, Higgins M, Denegri-Knott J, Varman R, editors. The Routledge Companion to Critical Marketing [Internet]. Abingdon, Oxon: Routledge; 2019. Available from: <https://www-taylorfrancis-com.ezproxy01.rhul.ac.uk/books/edit/10.4324/9781315630526/routledge-companion-critical-marketing-mark-tadajewski-matthew-higgins-janice-denegri-knott-rohit-varman>
 - 6.

Keller M, Halkier B, Wilska TA, Truninger M. Routledge Handbook on Consumption. London: Taylor & Francis Ltd; 2019.

7.

Ska

le

n P, Fellesson M,
Fouge

re M. Marketing Discourse: A Critical Perspective. London: Routledge; 2012.

8.

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

9.

Consumption, Markets & Culture. Available from: <https://www.tandfonline.com/loi/gcmc20>

10.

European Journal of Marketing. Available from: <https://www.emeraldinsight.com/loi/ejm>

11.

International Journal of Consumer Studies. Available from:
<https://onlinelibrary.wiley.com/journal/14706431>

12.

Marketing Theory. Available from: <https://journals.sagepub.com/loi/mtq>

13.

Journal of Consumer Research. Available from: <https://www.jstor.org/journal/jconsrese>

14.

Journal of Marketing Management. Available from: <https://www.tandfonline.com/loi/rjmm20>

15.

Journal of Macromarketing. Available from: <https://journals.sagepub.com/loi/jmk>