



Contemporary Issues in Marketing and Consumer Behaviour

Elizabeth Parsons, Pauline Maclaran

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An exciting new book that covers all the latest buzzwords within marketing and consumer behavior: building brand cultures; gender; ethics; sustainable marketing; the green and the global consumer among many more.

Importantly, *Contemporary Issues in Marketing and Consumer Behaviour* makes clear links between theory and practice in marketing. It also locates the recent development of both marketing ideas and applications within the wider global, social and economic contexts.

Written by a team of experts in the field, this title fills a gap in a growing market interested in these contemporary issues. It provides a complete off-the-shelf teaching package for Masters, MBA and advanced undergraduate modules in marketing and consumer behavior and a useful resource for dissertation study at both undergraduate and postgraduate levels.

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