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Titolo	Critical thinking for marketers : learn how to think, not what to think . Volume I // David Dwight, Terry Grapentine, and David Soorholtz
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Edizione	[First edition.]
Descrizione fisica	1 online resource (xi, 177 pages)
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Soggetti	Critical thinking Marketing
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Nota di bibliografia	Includes bibliographical references (pages 169-173) and index.
Nota di contenuto	Section I. Basic concepts -- 1. Overview -- 2. The nature of marketing arguments -- 3. The nature of logical fallacies -- Section II. Informal and formal logical fallacies -- 4. Formal logical fallacies in marketing: introduction -- 5. Informal logical fallacies in marketing: introduction -- Notes -- References -- Index.
Sommario/riassunto	Provides information and guidelines on not only how to develop good arguments, but also what it means to develop a good argument. For example, the book describes two basic kinds of arguments--deductive and inductive--and how to examine whether such arguments are "good" or not. To do this, the book explains 60 logical fallacies--or errors in reasoning-- that marketers should avoid. Additionally, the authors' several "Think Better" discussions that examine how fields such as philosophy, behavioral economics, and marketing theory have informed the principles of critical thinking in marketing.