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Nota di contenuto	CONTENTS; EDITORIAL REVIEW BOARD; GUEST EDITORIAL - Whither research in marketing?; Where are we and where are we going? The status and future of research in marketing; Beyond incommensurability? Empirical expansion on diversity in research; Grounded theory, ethnography and phenomenology A comparative analysis of three qualitative strategies for marketing research; Qualitative research in marketing Road-map for a wilderness of complexity and unpredictability; The rise and fall of the Latin Square in marketing: a cautionary tale Equivalence of survey data: relevance for international marketingThe evolution of "classical mythology" within marketing measure development; Long life to marketing research: a postmodern view; About the authors; Call for papers
Sommario/riassunto	Features pieces from leading figures in the field such as John Saunders, Evert Gummesson and Dale Littler. A number of the UK authors are key people with regard to the UK Academy of Marketing. The e-book looks at positive and negative aspects of the current status of marketing research.

