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Nota di contenuto	Does Marketing Need Reform?; CONTENTS; CHAPTER 1. INTRODUCTION Does Marketing Need Reform?; MARKETING: THE GOOD, THE BAD, AND THE UGLY; The Bad: Unethical Marketing; The Ugly: Dumb Marketing; The Bad and Ugly: Wasteful Marketing; NOTHING EXCEEDS LIKE EXCESS; CONCLUSION; Restoring Marketing Virtues, or Kinder, Gentler Marketing; REFERENCES; PART 1. MIRROR, MIRROR ON THE WALL Marketing's Image, Excess, and Resistance Problems; CHAPTER 2. COMING TO CONCURRENCE. Improving Marketing Productivity by Reengaging Resistant Consumers; CHAPTER 3. THE IMAGE OF MARKETING CHAPTER 4. WHY MARKETING NEEDS REFORMCHAPTER 5. MARKETING REFORM The Case of Excessive Buying; PART 2. ARE MARKETING'S PROBLEMS SELF-CORRECTING?; CHAPTER 6. DOES REFORM NEED REFORM?; CHAPTER 7. THE MORALITY OF MARKETS,MARKETING, AND THE CORPORATE PURPOSE; CHAPTER 8. ON REFORMING MARKETING For Marketing Systems and Brand Equity Strategy; CHAPTER 9. DOES MARKETING NEED REFORM? Personal Reflections; CHAPTER 10.

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Sommario/riassunto

This book sets the agenda for a new generation of marketing principles. It collects the insights of a select group of marketing thinkers and practitioners who are committed to restoring the highest ideals of marketing--the synergistic alignment of company, individual, and societal interests.

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