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Controversy; 2.3.1 Research Questions in Marketing; 2.3.2 Conclusion on the Nature of Marketing Research; Questions for Analysis and Discussion; Notes; Part 2. The Foundations of Marketing Theory; 3 On the Morphology of Explanation; 3.1 Explanations in Marketing; 3.2 Criteria for Evaluating Explanatory Models; 3.3 Deductive-Nomological Explanation; 3.4 Statistical Explanation
3.4.1 Theories of Probability 3.4.2 Statistical Explanation and the Social Sciences; 3.4.3 Deductive-Statistical Explanation; 3.4.4 Inductive-Statistical Explanation; 3.5 Are Logical Empiricist Models of Explanation Adequate?; 3.5.1 Is the D-N Model Dead?; 3.5.2 Is the I-S Model Dead?; 3.6 The Pattern Model; 3.7 Functionalist Explanation; 3.7.1 Uses of the Terms Function and Functional Explanation; 3.7.2 Preliminary Problems of Functional Explanation; 3.7.3 The Logic of Functional Explanation; 3.7.4 Functionalism in the Context of Discovery; 3.8 Summary and Conclusions
Questions for Analysis and Discussion Notes; 4 Explanation: Issues and Aspects; 4.1 Explanation, Prediction, and Retrodiction; 4.1.1 Explanations as Potential Predictions; 4.1.2 Predictions as Potential Explanations; 4.1.3 Are Explanations and Predictions Potential Retrodictions?; 4.2 Causal Explanations; 4.2.1 The Notion of Causality; 4.2.2 Evidence for Causation; 4.3 Explanatory Incompleteness, Explanation Chains, and Infinite Regress; 4.3.1 Marketing Explanation Chains; 4.4 Other Forms of Explanatory Incompleteness; 4.4.1 Enthymemes; 4.4.2 Partial Explanations; 4.4.3 Explanation Sketches
4.5 The Fundamental Explananda of Marketing

Sommario/riassunto

One of the true classics in Marketing is now thoroughly revised and updated. "Marketing Theory" is both evolutionary and revolutionary. As in earlier editions, Shelby Hunt focuses on the marketing discipline's multiple stakeholders. He articulates a philosophy of science-based 'tool kit' for developing and analyzing theories, law-like generalizations, and explanations in marketing science. Hunt adds a new dimension to the book, however, by developing arguments for the position that Resource-Advantage Theory provides the foundation for a general theory of marketing and a theoretical foundatio

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