

1. Record Nr.	UNINA9910679885303321
Titolo	Imagining marketing : art, aesthetics, and the avant-garde // editors, Stephen Brown, Anthony Patterson
Pubbl/distr/stampa	London ; ; New York : , : Routledge, Taylor & Francis Group, , 2000
ISBN	0-429-23062-1 0-203-36128-8 1-280-02415-1
Descrizione fisica	1 online resource (xvii, 302 pages) : illustrations
Collana	Routledge interpretative marketing research
Classificazione	85.40 20.14
Altri autori (Persone)	BrownStephen <1955 Mar. 23-> PattersonAnthony
Disciplina	700.688 700/.68/8
Soggetti	Arts - Marketing Creation (Literary, artistic, etc.)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Imagining Marketing; Copyright Page; Contents; List of contributors; Preface: Ceci n'est pas une preface; Introduction; Imago, Iago, A-go-go (poem); 1. Figments for sale: marketing, imagination and the artistic imperative: Stephen Brown and Anthony Patterson; Section 1: Art; Awakening One Day (poem): John F. Sherry, JR.; 2. Edouard Manet, Calvin Klein and the strategic use of scandal: Jonathan E. Schroeder; 3. The endless enigma or the last self-portrait (or, what the marketer can learn from the artist): Ian Fillis 4. Marketers wake! A portrait of the artist as a marketing man: Anthony Patterson and Stephen Brown; 5. Dealing with death: art, mortality and the marketplace: Stephanie O'Donohoe and Darach Turley; 6. 'Trust no one': science fiction and marketing's future/present: Warren Smith and Matthew Higgins; 7. The good, the bad and the jolly: taste, image and the symbolic resistance to the coca-colonisation of Denmark: Søren Askegaard and Fabian F. Csaba; Section II: Aesthetics; New Shoes (poem): Simone Pettigrew 8. Presenting the past: on marketing's re-production orientation:

Stephen Brown; Elizabeth C. Hirschman and Pauline Maclaran; Section III: The avant-garde; The Spiral (poem): Joel Watson; 9. Tupperware, Tommy Moore, Teddy Bear and Tipper Gore-Pete, Jamie, Stew, Oyster and Morrie's High School Reunion: titillation and titivation in entelechic entitulation: Morris B. Holbrook
10. Going out in a blaze of glory: southern white trash retrospections on my personal relationship with Jesus, Hank Williams, Elvis Presley and a Pentecostal-Elvis-impersonating-professional-wrestling-snake-handling-minister-who-sang- Hank-Williams'-songs: Craig J. Thompson; 11. Suburban soundtracks: Hope J. Schau; 12. Drove my Chevy to the levee: Stephen Brown; 13. A cultural biography of my Groucho glasses: Russell W. Belk; 14. Burning in the bush of ghosts: Joel Watson; Conclusion; The Rime of the Ancient Marketer (poem); 15. Beyond the pleasure principle: the death instinct of pioneer studies in marketing: Robert Grafton Small; Index

Sommario/riassunto

Imagination is a word that is widely used by marketing practitioners but rarely examined by marketing academics. This neglect is largely due to the imagination's 'artistic' connotations, which run counter to the 'scientific' mindset that dominates marketing scholarship. Of late, however, an artistic 'turn' has taken place in marketing research, and this topical study argues that the mantle of imagination has now passed on from the artist to the marketer.
