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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.
