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Autore	Usui Kazuo <1953->
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Nota di contenuto	Cover; Contents; General Editor's Preface; List of Tables and Figures; Acknowledgements; Introduction; 1 An Archetype of Marketing Management: Butler's Ideas and their Background; 2 Scientific Management and Sales Management: The McDonaldization of Sales Activities; 3 Scientific Management and Marketing Management: 'Science in Business' for Marketing; 4 'Merchandising' as a Missing Concept in the History of Marketing Management Thought; 5 The Redesign Movement and Development of Product Policy: A Meeting of Marketers and Industrial Designers 6 Development of the Idea of Channel Selection and Distribution Structure between the Two World WarsConcluding Remarks; Bibliography; Index
Sommario/riassunto	This book explores the development of US marketing management thought in the early part of the 20th century, focusing on the relationship between the thought and historical contexts rather than on theoretical developments.