

1. Record Nr.	UNINA9910788174403321
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Titolo	Marketing theory : foundations, controversy, strategy, resource-advantage theory / / Shelby D. Hunt
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2015
ISBN	1-317-46513-X 1-315-70253-3 1-317-46514-8
Descrizione fisica	1 online resource (512 p.)
Disciplina	658.8001
Soggetti	Marketing Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2010 by M.E. Sharpe.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Half Title; Title Page; Copyright Page; Dedication; Table of Contents; Preface; Part 1. The Nature of Marketing and Science; 1 Introduction; 1.1 Three Contradictions?; 1.2 Objectives of Monograph; 1.3 The Nature of Marketing; 1.3.1 The Scope of Marketing; 1.3.2 Is Marketing a Science?; 1.4 The Nature of Science; 1.5 The Unity of Scientific Method; 1.5.1 Discovery Versus Justification; 1.6 Conclusions on Marketing Science; 1.7 The Three Dichotomies Model: An Evaluation; 1.7.1 The Positive/Normative Dichotomy in Philosophy of Science; 1.7.2 Is the Positive/Normative Dichotomy False? 1.7.3 Is the Positive/Normative Dichotomy Dangerous? 1.7.4 Is the Positive/Normative Dichotomy Unnecessary?; 1.7.5 Is the Positive/Normative Dichotomy Meaningless?; 1.7.6 Is the Positive/Normative Dichotomy Useless?; 1.7.7 Is All of Marketing Thought Normative?; 1.8 The Three Dichotomies Model as a General Taxonomical Framework for Marketing; 1.9 Plan of Monograph; Questions for Analysis and Discussion; Notes; 2 On the Marketing Discipline; 2.1 On Marketing as . . .; 2.1.1 . . . A University Discipline; 2.1.2 . . . An Applied Discipline; 2.1.3 . . . A Professional Discipline 2.1.4 . . . A Set of Responsibilities 2.1.5 Conclusion on the Nature of the Marketing Discipline; 2.2 The Defining Marketing Controversy; 2.2.1 On the 2007 Definition of Marketing; 2.3 The Defining Marketing Research

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 Probability3.4.2 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 DiscussionNotes; 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
