

1. Record Nr.	UNINA9910808815903321
Autore	Levy Sidney J. <1921->
Titolo	Brands, consumers, symbols, & research : Sidney J. Levy on marketing / / compiled by Dennis W. Rook
Pubbl/distr/stampa	Thousand Oaks, Calif, : Sage Publications, c1999
ISBN	0-7619-1696-2 1-322-42024-6 1-4522-6459-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xvii, 590 p.) : ill
Altri autori (Persone)	RookDennis W
Disciplina	658.8/243
Soggetti	Marketing - United States Advertising - United States Consumer behavior - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Dedication; Contents; Foreword; Introduction : Ideas of a Major Marketing Man; I. A LIFE IN THE MARKETPLACE; Chapter 1. Stalking the Amphisbaena (1996); Chapter 2. The Exemplary Research (1953); II. MARKETING; Chapter 3. Broadening the Concept of Marketing (1969); Chapter 4. Cigarette Smoking and the Public Interest (1963); Chapter 5. What Kind of Corporate Objectives ? (1966); Chapter 6. Beyond Marketing : The Furthering Concept (1969); Chapter 7. Demarketing, Yes, Demarketing (1971); Chapter 8. Marketing and Aesthetics (1974) Chapter 9. Marcology 101, or the Domain of Marketing (1976)Chapter 10. A Rejoinder: Toward a Broader Concept of Marketing's Role in Social Order (1979); Chapter 11. The Heart of Quality Service (1989); Chapter 12. Absolute Ethics, Relatively Speaking (1993); III. PRODUCTS AND BRANDS; Chapter 13. The Product and the Brand (1955); Chapter 14. Brands, Trademarks, and the Law (1981); Chapter 15. The Two Tiers of Marketing (1990); Chapter 16. Marketing Stages in Developing Nations (1991); Chapter 17. Defending the Dowager: Communication Strategies for Declining Main Brands (1993) IV. THE SYMBOLIC NATURE OF MARKETINGChapter 18. Symbols for Sale (1959); Chapter 19. Symbols of Substance, Source, and Sorcery (1960);

Chapter 20. Symbolism and Life Style (1963); Chapter 21. The Public Image of Government Agencies (1963); Chapter 22. Imagery and Symbolism (1973); Chapter 23. Myth and Meaning in Marketing (1974); Chapter 24. Symbols, Selves, and Others (1981); Chapter 25. Meanings in Advertising Stimuli (1986); Chapter 26. Semiotician Ordinaire (1987); V CONSUMER ANALYSES AND OBSERVATIONS; Chapter 27. Constructing Consumer Behavior: A Grand Template (1991)  
Chapter 28. The Cake Eaters (1957)Chapter 29. Looking at the Ladies, Lately (1960); Chapter 30. Phases in Changing Interpersonal Relations (1962); Chapter 31. Social Class and Consumer Behavior (1966); Chapter 32. Psychosocial Reactions to the Abundant Society (1967); Chapter 33. The Discretionary Society (1970); Chapter 34. Emotional Reactions to the Cutting of Trees (1973); Chapter 35. Consumer Behavior in the United States (1977); Chapter 36. Arts Consumers and Aesthetic Attributes (1980); Chapter 37. Social Division and Aesthetic Specialization: The Middle Class and Musical Events (1980)  
Chapter 38. Psychosocial Themes in Consumer Grooming Rituals (1983)  
Chapter 39. Synchrony and Diachrony in Product Perceptions (1983);  
Chapter 40. Consumer Behavior in the United States: The Avid Consumer (1987); Chapter 41. Effect of Recent Economic Experiences on Consumer Dreams, Goals, and Behavior in the United States (1987); Chapter 42. Giving Voice to the Gift: The Use of Projective Techniques to Recover Lost Meanings (1993); Chapter 43. Cultural Harmonies and Variations (1993); VI. QUALITATIVE METHODS OF MARKETING STUDY; Chapter 44. Qualitative Research (1994)  
Chapter 45. Motivation Research (1987)

---

Sommario/riassunto

This volume assembles all Sidney J. Levy's and his collaborators' significant essays and studies in the field of marketing. His work includes marketing's role in management, how managers develop products and brands and how the marketplace is studied.

---