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Nota di contenuto	Cover; CONTENTS; EDITORIAL ADVISORY BOARD; Guest editorial; Wroe Alderson: father of modern marketing; The Wroe river: the canyon carved by Alderson; Placing Wroe Alderson's contributions to buyer behavior in historical perspective; An Aldersonian explanation of twenty-first century "mass customization"; Economizing in differentiated distribution networks: a transvection approach; A comment on Alderson's intellectual legacy; Book review
Sommario/riassunto	In the editorial introduction to this e-book, Stanley J. Shapiro opens with the statement that Wroe Alderson was unquestionably the most influential marketing thinker of the mid-twentieth century. However, with the decline of Ph.D. seminars in the history of marketing thought and the development of marketing theory, fewer young academics have heard of Alderson let alone read his work. This publication, it is hoped and expected, will mark the beginning of renewed 21st century interest in the nature, the scope and the magnitude of Wroe Alderson's original contributions to marketing theory and