

1. Record Nr.	UNINA9910966421703321
Autore	Walle Alf H
Titolo	Exotic visions in marketing theory and practice // Alf H. Walle
Pubbl/distr/stampa	Westport, Conn., : Quorum Books, 2002
ISBN	9781429473132 1429473134 9780313004698 0313004692
Edizione	[1st ed.]
Descrizione fisica	1 online resource (249 p.)
Disciplina	658.8
Soggetti	Marketing research Marketing - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro -- Preface -- Acknowledgments -- 1. Introduction: Beyond Science -- I. Kant, Hegel, and Marx: Three Often-Ignored Pioneers -- 2. Kant and the Tempering of Science: A Metaphor for Marketing -- 3. Friedrich Hegel: Social Structure as Overarching Monolith -- 4. Marxist Theory and Marketing/Consumer Research: An Anthropological Perspective -- 5. The Intellectual Ancestors of Modern Qualitative Thought -- II. The Structural Paradigm and Its Variants -- 6. Mental Structuralism: The Nature of the Human Mind -- 7. Classic Social Structuralism: An Overview -- 8. Social Structures and Consumer Response: The Culture at a Distance Method -- 9. Social Structures and the Consumption of Art: The Myth and Symbol Method -- 10. Social Structures and Strategic Behavior: The Face to Face Method -- 11. The Structural Perspective: A Synthesis -- III. Individualistic and Poststructural Perspectives -- 12. Alternatives to Structural Analysis: The Existential Initiative -- 13. Poststructural Leaders and Marketing/Consumer Research -- 14. Conflict Theory: Individualism within a Social Context -- 15. Individualistic Implications and Marketing Research -- 16. Conclusion: A Diversity of Methods -- Index.
Sommario/riassunto	An anthropologist, folklorist, and literary critic besides being a

marketing professor, Alf H. Walle takes a refreshingly interdisciplinary look at the impact of modern social thought upon marketing and social research. Tracing key ideas back to their intellectual roots, Walle shows how the evolution of social theory, and the controversies it has engendered, can and should transform the way marketers approach consumers. He provides a theoretic underpinning for qualitative consumer research and presents a lucid theoretical and methodological overview for qualitative methods in marketing, research that parallels what others, such as Shelby Hunt, have provided for scientific methods in marketing. His book is a provocative, thoughtful, and probing study of qualitative social theory and its important contributions to marketing and consumer research. It is of value to both practitioners and academics. Arguing that the social structural methods have been largely ignored, Walle rehabilitates this general method and compares it to poststructural alternatives. Walle shows that to understand the evolution of modern social theory, one must come to grips with the work of three towering pioneers: Immanuel Kant, Friedrich Hegel, and Karl Marx, and that researchers must understand and appreciate the contributions and influence of pioneers in order to avoid the myopic vision of our own time. Praising Hegel's metaphor of cultures as living organisms and his forging of the concept we now call National Character, Walle points to Hegel as the pioneering social structuralist and as the man who, as a negative example, inspired the poststructuralists to action. Walle ends with a well reasoned analysis of poststructural thought in marketing-consumer research, and suggests that conflict theory--an alternative to poststructural methods that evolved from social structural roots--is often more appropriate than poststructural analysis in marketing and consumer research. Relating both conflict theory and poststructural analysis to the actual needs of marketing consumer researchers, *Exotic Visions in Marketing Theory and Practice* provides unique, practical insights for those who teach market research as well as practitioners who pursue it for a living.

---