

1. Record Nr.	UNINA9910968152803321
Titolo	European business review . Volume 19, Number 6 Assessing and building upon Wroe Alderson's intellectual legacy // guest editors: Professor Stanley J. Shapiro and Professor Goran Svensson
Pubbl/distr/stampa	Bradford, : Emerald Insight, c2007
ISBN	1-281-14349-9 9786611143497 1-84663-685-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (104 p.)
Collana	European business review ; ; 19, no. 6
Altri autori (Persone)	ShapiroStanley J SvenssonGoran
Disciplina	658.8/3
Soggetti	Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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