



## Marketing and Modernity: An Ethnography of Marketing Practice (Paperback)

By Marianne E. Lien

Bloomsbury Publishing PLC, United Kingdom, 1997. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.What 200 products can be made from a dead chicken? What should turkey really taste like? How can you make a ready-made meal appear less manufactured? How do you market a folk-pizza ? This fascinating and entertaining book examines the strategies and struggles of the young professionals who are responsible for marketing a variety of ready-made food products for a major Norwegian food manufacturer. This setting provides the empirical focus for the analysis of the key tensions and contradictions which are to be found in modernity. Through a detailed description of everyday-life in the marketing department, the book critically examines many of the features which are believed to characterise modernity, such as authenticity, ambivalence and the quest for order. The setting also allows the author to explore key economic terms such as the market , product , brand and consumer . Drawing on comparative material, the author suggests that modernity may be characterized, not so much by an effort at making order, but rather by specific ways of dealing with ambivalence, and demonstrates that features generally associated with modernity may not be...



READ ONLINE  
[ 6.46 MB ]

### Reviews

*This type of publication is almost everything and taught me to hunting ahead plus more. It is writer in easy terms rather than difficult to understand. Your way of life period will likely be transform once you comprehensive looking at this ebook.*

-- **Gladyce Reinger**

*A top quality publication along with the typeface utilized was intriguing to read through. It is amongst the most awesome pdf i have got read through. Its been developed in an remarkably straightforward way and it is only right after i finished reading this publication in which actually altered me, modify the way i believe.*

-- **Don Pacocha**

## Related PDFs



**Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.**

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This isn't porn. Everyone always asks and some of our family thinks it is for sure.but it's not....



**Funny Poem Book For Kids - Cat Dog Humor Books Unicorn Humor Just Really Big Jerks Series - 3 in 1 Compilation Of Volume 1 2 3**

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 132 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.LIMITED-TIME SPECIAL: Special Bonus Inside! Thats right. . . For a limited time you can download a FREE audiobook version...



**Fifty Years Hence, or What May Be in 1943**

Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Fifty Years Hence is a quasi-fictional work by Robert Grimshaw, a professional engineer, with the intent of making a...



**The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality to your satisfaction. please tell your friends...



**Daddyteller: How to Be a Hero to Your Kids and Teach Them What's Really by Telling Them One Simple Story at a Time**

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.You have the power, Dad, to influence and educate your child. You can teach your child about a virtue or...



**Born Fearless: From Kids' Home to SAS to Pirate Hunter - My Life as a Shadow Warrior**

Quercus Publishing Plc, 2011. Hardcover. Book Condition: New. No.1 BESTSELLERS - great prices, friendly customer service â" all orders are dispatched next working day.