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Rethinking Marketing: Qualitative Strategies and Exotic Visions (Hardback)

By Alf H. Walle

ABC-CLIO, United States, 2000. Hardback. Condition: New. New.. Language: English . Brand New Book ***** Print on Demand *****. Walle surveys the qualitative social sciences and humanities for instances where by design or accident they have had important things to say on the theory and practice of marketing and consumer research. He sees them as alternatives to the scientific method and quantitative analysis - complements but not surrogates. He describes examples of humanistic analysis that readers without special grounding in the humanities can grasp, a discussion of specific humanistic methods and how they relate to marketing research and management, a view of the intellectual roots that show scholars what these tools can accomplish (and their limitations as well), ending with a provocative appendix that distinguishes humanistic empiricism from other systems of thought and defines clearly its usefulness in marketing. Written in an entertaining, informal style, Walle's book is thought provoking, robust, and filled with insights that will give marketing and consumer researchers an unusual view of new strategies and techniques to do even the most familiar tasks better. Walle reminds the reader that the humanities and qualitative social sciences offer a diverse and conflicting array of theories and methods,...



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