



Marketing Management: A Cultural Perspective

Lisa Peñaloza

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Culture pervades consumption and marketing activity in ways that potentially benefit marketing managers. This book provides a comprehensive account of cultural knowledge and skills useful in strategic marketing management.

In making these cultural concepts and frameworks accessible and in discussing how to use them, this edited textbook goes beyond the identification of historical, socio-cultural and political factors and their effects on market outcomes. It builds understanding of the cultural symbols, world views, and practices at the heart of organizations and consumer collectives to better comprehend their relationships in markets. This book highlights the benefits that managers can reap from applying interpretive cultural approaches across the realm of strategic marketing activities including: market segmentation, product and brand positioning, market research, pricing, product development, advertising, and retail distribution, among others.

With global contributions grounded in the authors' primary research with companies such as General Motors, Camper, Prada, Mama Shelter, Kjaer Group, Hom, and the Twilight Community, this edited volume delivers a truly innovative marketing textbook. *Marketing Management: A Cultural Perspective* brings a timely and relevant learning resource to marketing students, lecturers, and managers across the world.

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