

Contents

<i>List of illustrations</i>	vi
1 Introduction: how has marketing changed?	1
2 Postmodern marketing and beyond	14
3 Building brand cultures	32
4 Gender, feminism and consumer behaviour	48
5 Psychoanalysis in marketing theory and practice	67
6 Ethical debates in marketing management	85
7 Ethical consumers and the moralised brandscape	106
8 Politicising consumption: consumerising politics	126
9 Marketing spaces and places	143
10 The globalised marketplace	164
<i>Index</i>	181

Illustrations

Figures

6.1	General theory of marketing ethics	91
7.1	A fruit garden in Exarcheia Park	121
7.2	Mosaic floor in Exarcheia Park	121
7.3	Exarcheia Park, 2016	122
9.1	Castilhos and Dolbec's typology of spaces	156
10.1	The food team at Gloucester Services Northbound	176
10.2	Inside Gloucester Services cafe	176
10.3	External Gloucester Services	177

Tables

1.1	The five axioms and eleven associated foundational principles of service-dominant logic	4
6.1	Topical areas of marketing ethics	87
7.1	Differences between sustainability and marketing thinking	108
8.1	Logics of growth in consumption	131