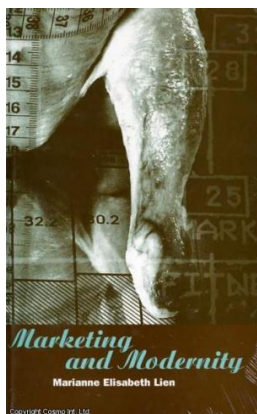


Get PDF

MARKETING AND MODERNITY: AN ETHNOGRAPHY OF MARKETING PRACTICE (EXPLORATIONS IN ANTHROPOLOGY)



Bloomsbury Publishing PLC, UK, 1997. Hardcover. Condition: New. First Edition. 318 Pages. 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...

Read PDF Marketing and Modernity: An Ethnography of Marketing Practice (Explorations in Anthropology)

- Authored by Lien, Marianne
- Released at 1997



Filesize: 1.88 MB

Reviews

A whole new electronic book with an all new viewpoint. Of course, it really is enjoy, nonetheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Prof. Colton Nikolaus**

It becomes an incredible book that I have possibly read. I was able to comprehend every thing out of this created e pdf. You wont truly feel monotony at anytime of your time (that's what catalogs are for relating to should you check with me).

-- **Alta Krajcik**

Related Books

- **Getting Real about Knowledge Networks : Unlocking Corporate Knowledge Assets**
- **Organizational Change and Strategy: An Interlevel Dynamics Approach [Hardcover.**
- **For Pa: In Gratitude & Guilt**
- **PMP Project Management Professional Exam Review Guide (Paperback)**
INTERNATIONAL EDITION---Operations Management: Sustainability and Supply
- **Chain Management, 12th edition**