

An Evaluation of Marketing Thoughts in Search of an Identity

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1983

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Preface

While writing on 'the identity crisis in marketing' Robert

Approach of the study has been eclectic that stresses similarities rather than the differences between various approaches of viewing marketing. Dependence on the contributions of many authors – practitioners and academicians alike – becomes apparent as one goes past the chapters. Two papers on ‘Marketing Concept’ developed with Professor Mitra during the period of my academic intercourse have helped in providing directions to the present work.