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# Marketing Management

## A Cultural Perspective

Edited by **Lisa Peñaloza, Nil Toulouse, Luca Massimiliano Visconti**

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 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.

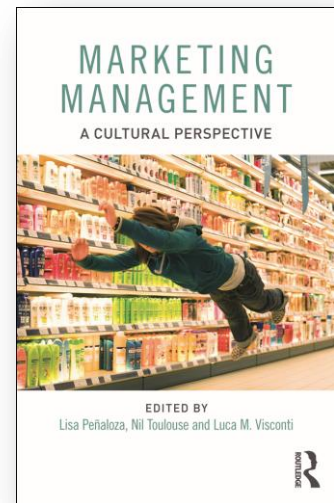
With global contributions grounded in the authors' primary research with companies such as General Motors, Camper, Prada, Mama Shelter, Kjaer Group, Hom, and the Twilight Community, this edited volume delivers a truly innovative marketing textbook. *Marketing Management: A Cultural Perspective* brings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

### Author Biography

**Lisa Peñaloza** is Professor of Marketing at EDHEC Business School, Lille, France. Her work exploring interpellations of cultural meanings and economic valuation in credit/debt, migration, community formation, and retailing is published in the *Journal of Consumer Research*, *Journal of Marketing* and *Consumption, Markets and Culture*

**Nil Toulouse** is Professor of Marketing at Université Lille Nord de France - Skema. Nil's research on sustainability, consumer ethics, immigration and fair trade appears in over 20 articles and chapters in periodicals and books, including *Recherche et Applications Marketing*, *Journal of Macromarketing*, and *Journal of Business Ethics*

**Luca M. Visconti** is Associate Professor of Marketing at ESCP Europe, Paris. His work appears in books and journals, including the *Journal of Consumer Research*, *Journal of Advertising*, *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Consumer Culture*, and *Consumption, Markets and Culture*



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'This book is long overdue. Marketing is usually taught as the interplay of economics and psychology, even though it's been accepted, perhaps since Polanyi but certainly since Granovetter, that economics is embedded in social relations. If we disregard the social and cultural, our marketing strategies are precarious, and prone to collapse whenever social relations shift under them.'

John Deighton, Harvard Business School, USA

'Understanding the ways in which culture shapes the strategies and tactics of marketers and consumers is a principal challenge of our new century. The authors use many of the approaches of consumer culture theory to tuck skillfully between global, regional and local perspectives of a wide range of managerial issues, engaging each of the elements of the marketing mix in a lively and rigorous discussion. This book is unlike any management text you have ever encountered. It will help redefine the field.'

John F. Sherry, Jr., Mendoza College, University of Notre Dame, USA

'This novel book is an invaluable resource for bringing cultural perspectives to the marketing classroom. It highlights the "practical value" of scholarship informed by cultural theory, offering a wide selection of concepts and cases that marketing educators can draw on to provide their students with a contemporary understanding of marketing practice.'

Eileen Fischer, Schulich School of Business, York University, Canada

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