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The Theory of the Marketing Firm

Responding to the Imperatives
of Consumer-orientation

palgrave
macmillan

Contents

Part I	Introduction	1
1	Orientation	3
Part II	Conceptualising the Marketing Firm	11
2	Fundamental Considerations	13
3	Key Insights	43
4	Managing Strategic Scope	81
Part III	Consumer Choice	117
5	A Précis of Consumer Behaviour Analysis	119
6	The Experience of Consumer Choice	139
7	Social Behaviour and Symbolic Reinforcement	165

Part IV Organisation	181
8 Linking Firm and Consumerate	183
9 The Evolution of Consumption	201
10 A Nexus of Bilateral Contingencies	229
Part V Distinguishing the Marketing Firm	263
11 Compared with What?	265
12 The Long Reach of the Market	293
Appendix	321
Glossary	325
Bibliography	341
Index	363