



Marketing Apocalypse: Eschatology, Escapology and the Illusion of the End (Routledge Interpretive Marketing Research)

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The present volume of essays examines the extent to which the end of marketing is nigh. The authors explore the present state of marketing scholarship and put forward a variety of visions of marketing in the twenty first century. Ranging from narratology to feminism, these suggestions are always enlightening, often provocative and occasionally outrageous. *Marketing Apocalypse* is required reading for anyone interested in the future of marketing.

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