Contents

1	Setting the marketing scene	1
	Marketing and its context	1
	Talking marketing	4
	Marketing's place in the world	6
	The mise-en-scéne	7
	The Olympic cheek of Dr Dre	11
	Marketing myths	15
	The spread of the idea of marketing	19
	The politics of marketing science	22
	Summary: contextual marketing and	
	competing knowledge	26
2	Marketing as communication	29
	Oreos and Superbowl 2013	29
	Social media and mass audience platforms	32
	Social media, research, and consumer insight	35
	Consumer insight and cultural translation	37
	Consumer insight and Dove CfRB social marketing	38
	Social media bites back- the FemFresh launch	
	leaves a bad taste	41
	Bodyform makes fun of its own period myth	43
	Communication reception in marketing	45
	Edward Bernays and the social science of	
	Public Relations	47
	Marketing and PR in a convergent media	
	environment	50
	The language of marketing in organizations	52
	Digital communication and the marketing	
	concept	55
	The consumer "decision"	57

3	Marketing ideology and mass media	59
	PR and the cultural mise-en-scéne	59
	Blurring lines between marketing and PR	63
	Context and "content" marketing	66
	Sales effects of content marketing	69
	Content and episodic memory	71
	Marketing as propaganda?	74
	Vance Packard and marketing ethics	76
	Advertising as PR	81
	Marketing semiotics	83
	Media and marketing in consumer cultural	
	experience	86
4	Ideologies of space	89
	The mise-en-scéne and the moving viewer	89
	Marketing influence on retail design	91
	Urban spaces and marketing	94
	Servicescapes and positioning	95
	Marketing rationality: penetrating urban life	
	and consumer consciousness	99
	Marketing signs and consumer resistance	102
	Psychogeography and urban space	103
	The urban marketing spectacle	109
	Context and cultural critique	110
	Marketing and generosity	112
5	Marketing ideology and social policy	115
	Marketing ideology in courses and books	115
	Social marketing and "nudge" theory as	
	policy techniques	121
	The limits of advertising bans	125
	Making use of the Mad Men	127
	Young people and "sensible" drinking in the UK	129
	My encounter with a policy nudger	133
	Implicit meaning and advertising regulation	138
	Marketing and symbolism	139

	Contents	
6	Consumer agency and brand culture	141
	Market Structure and Brands	141
	Brand extensions	144
	Does concentrated brand ownership limit	
	consumer freedom?	145
	The individual and the group	147
	Ethical issues of market power	149
	The UK's fast food culture	152
	Marketing's struggle with culture	155
	Who is the consumer? Answers from ad agency	
	account teams	156
	Structure, or agency?	162
7	Managing marketing – in context	167
	Conventional marketing and contextual marketing	167
	Media brands and marketing	169
	Philosophical assumptions in marketing	
	management	173
	More thoughts on the consumer cultural	
	mise-en-scéne	177
	Theory and practice in contextual marketing	180
	Marketing and power	184
	Marketing and managerialism	187
	Contextual thinking in marketing practice	189
No	tes	195
Inc	tex	217

,

ix