



Marketing Theory: A Student Text

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As a relatively young, applied discipline, one major challenge for marketing has been to build its own distinct body of theory. One problem for teachers of the subject is that many students find books on marketing theory dense and difficult to follow. Most are written for academics and researchers, not for undergraduates and taught postgraduates. The first edition of *Marketing Theory: A Student Text* aimed to fill this gap.

Building on the popularity of the first edition, published in 2000, Michael J. Baker has teamed up with co-editor Michael Saren to lead a **fully updated, second edition**. Tackling the roots of marketing theory, and unraveling the many influences and debates that have come to define the discipline, this book is a must-have student text.

Bringing together new and original chapters, together with updated seminal chapters from the popular previous edition, *Marketing Theory, A Student Text, Second Edition* is an authoritative introduction to the central themes of the discipline.

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