

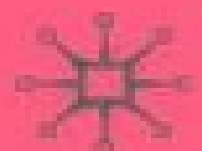


# The Rhetoric and Reality of Marketing

An International  
Managerial Approach

---

Philip J. Kitchen



# Resumo de The Rhetoric and Reality of Marketing: An International Managerial Approach

This book compares and contrasts how different firms approach marketing within the same country. It concerns issues revolving around marketing as a form of rhetoric and marketing as a living reality for firms who practice it and contains cutting edge thinking from expert commentators on the marketing scene worldwide.

It uses 16 case study examples of marketing practice in eight countries and shows whether marketing allegiance is openly proclaimed but in practice merely a rhetorical device or whether it is deeply embedded in organizational culture.

[Acesse aqui a versão completa deste livro](#)