CONTENTS

List of Illustrations *ix*
List of Contributors *x*

1 Challenging Conventions, Building Solidarity: The Future(s) of Critical Marketing 1
Mark Tadajewski, Matthew Higgins, Janice Denegri-Knott and Rohit Varman

PART I
The Conceptualisation and Development of Critical Marketing **47**

2 Some Intensities of Terminal Marketing 49
Oscar Ahlberg and Joel Hietanen

3 Postcolonialism, Subalternity, and Critical Marketing 66
Rohit Varman

4 Can Decolonialism Be Critical Marketing? 82
Marcus Wilcox Hemais

5 Feminist Perspectives in Marketing: Past, Present, and Future 98
Pauline Maclaran and Olga Kravets

6 Queering Marketing: Stirring the Field Again and Forward through Queer Theory 118
Daniela Pirani, Athanasia Daskalopoulou and Kyaw Nyein Chan

7 Critical Social Marketing in Troubling Times 136
Ross Gordon

8 Critical Macromarketing, Sustainable Marketing, and Globalization 158
William E. Kilbourne

PART II
Critical Marketing and Practices **177**

9 Critical Studies of Marketing Work 179
Peter Svensson

10 Critical Perspectives on Brand Management 198
Adam Arvidsson and Alex Giordano

11 Advertising Practice and Critical Marketing – Adapting to Digitisation 211
Chris Hackley and Rungpaka Amy Hackley

12 Service-dominant Logic: The Evolution of a Universal Marketing Rhetoric 228
Chris Miles

13 Creating Accessible Markets: Letters to Marketers 249
Leighanne Higgins, Killian O'Leary, Tymandra Blewitt-Silcock, Amy Dobson and Sharon Jackson

14 Religious Critiques of the Market 269
Aliakbar Jafari

PART III
Critical Marketing and Marketplace Dynamics **285**

15 Re-mapping Power for Critical Marketing and Consumer Research 287
Janice Denegri-Knott

16 Ideology and Critical Marketing Studies 307
Giana M. Eckhardt, Rohit Varman and Nikhilesh Dholakia

17 Choice and Choicelessness in Consumer Practice 320
Ruby Roy Dholakia, A. Fuat Firat and Nikhilesh Dholakia

18 Non-Western Cultures and Critical Marketing 336
Özlem Sandikci Türkdogan

19 Managing Racial Stigma in Consumer Culture 354
David Crockett

20 Consumer Vulnerability: Critical Insights from Stories, Action Research, and Visual Culture 367
Susan Dunnett, Kathy Hamilton and Maria Piacentini

21 Marketing in the Anthropocene: The Degrowth Turn 385
Javier Lloveras, Mario Pansera and Sebastián Iturriaga-Gazol

PART IV
Critical Marketing and Consumer Society **403**

22 Biopolitical Marketing and the Commodification of Social Contexts 405
Detlev Zwick and Alan Bradshaw

23 Exploitation and Emancipation 414
Bernard Cova and Bernard Paranque

24 Marketing and the Production of Consumers' Objective Violence 429
Eduardo André Teixeira Ayrosa and Renata Couto de Azevedo de Oliveira

25 Modern Slavery 448
Maíra Magalhães Lopes

26 Zygmunt Bauman – Critical Theorist of Consumer Culture: Dark Times and Critical Marketing 464
Paul Hewer

27 Informal Markets, Bazaars, and Critical Marketing 484
Apoorv Khare and Hari Sreekumar

28 Critical Marketing in Crisis 499
Mike Molesworth, Lucy Rabjohn and Georgiana Grigore

PART V
Critical Marketing and Digital Disruptions **521**

29 Digital Platforms and Platformization of Consumer Culture 523
Alessandro Caliandro and Camilla Volpe

30 Consumer Privacy in the Digital Era 540
Niklas Sörum and Christian Fuentes

31 Social Media, Big Data, and Critical Marketing 563
Christian Fuchs

32 Hyper-relevance in Digital Marketing 579
Aron Darmody, Alexander Dorohoi and Detlev Zwick

33 Going Analogue in a Post-digital Society 597
Mariam Humayun, Georg von Richthofen and Maja Golf-Papez