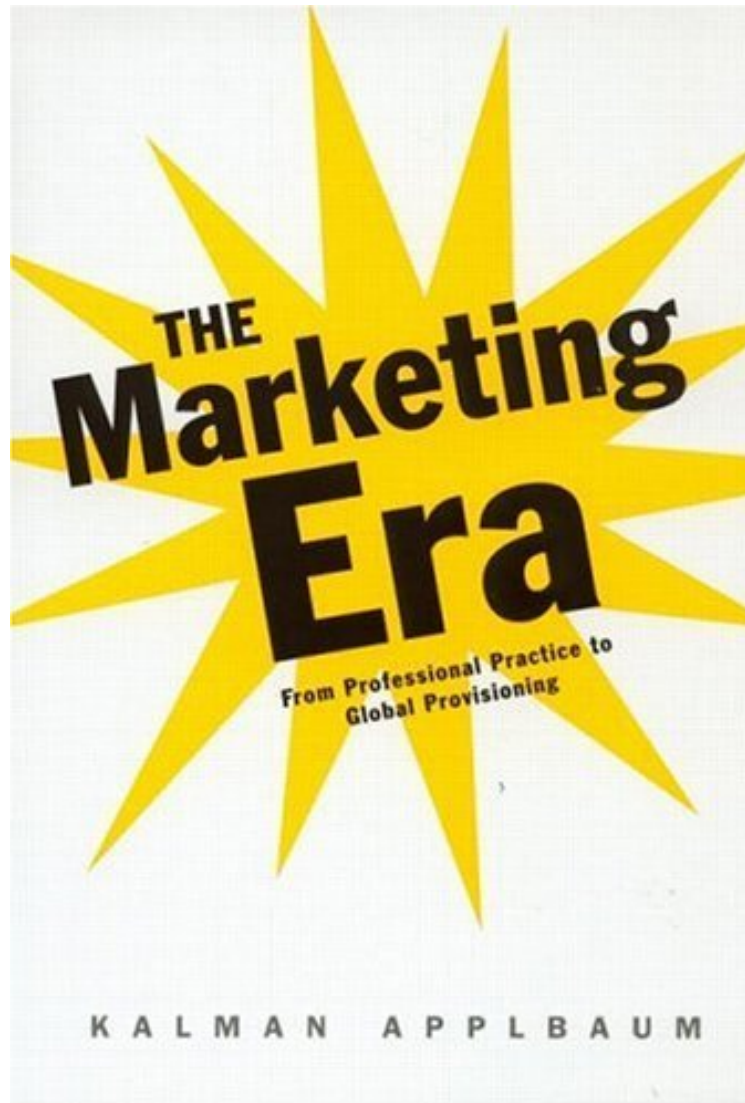


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# The Marketing Era: From Professional Practice to Global Provisioning

*Kalman Applbaum*

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**Kalman Applbaum : The Marketing Era: From Professional Practice to Global Provisioning** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Marketing Era: From Professional Practice to Global Provisioning:

Marketing has situated itself as an indispensable tool in today's business world-an unavoidable step in the process from

production to consumption. This book is the first of its kind to map out the organizing principles and cultural logic of marketing, and trace the profession's ascent to global domination. Appbaum argues that marketing can be seen as a particular set of cultural practices that surfaced in reaction to the affluence of Western society, and not the answer to the call of inherent human needs and wants. In order to understand globalization, transnational corporations, and the spread of consumer culture, one must understand the logic of marketing.