

THE GLOBAL MANAGEMENT SERIES

Marketing Perspectives

**Andrew MacLaren, Tom Farrington and
Kevin O’Gorman**

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AM, TF & KDO

Dedication

To all the students I have taught, I have learned as much from you as you have from me; that learning helped produce this book...thank you.

AM

To Becca, AM, M & FD: thanks for everything.

TF

Biographies

Matthew Alexander is a senior lecturer in the Department of Marketing at the University of Strathclyde in Glasgow. His research interests are focused within the services domain around the complementary concepts of Service Dominant Logic, value co-creation and customer engagement. Within this he has a particular focus on the behavioural manifestations of engagement and their impact within society. His research has been published in a wide range of quality academic journals including the *Journal of Service Research* and *Annals of Tourism*.

Ross Curran is a lecturer in marketing at Dundee Business School, University of Abertay, Dundee. His primary research interests focus on nonprofit marketing and volunteer management practices, as well as areas of authenticity and heritage in tourist consumption. His recent work is published in *Tourism Management*, the *Journal of Nonprofit and Voluntary Sector Quarterly*, and the *International Journal of Contemporary Hospitality Management*.

Elaine Collinson is Associate Professor in the Department of Management in the School of Social Sciences at Heriot-Watt University. She is Director of Postgraduate Studies within the school, Deputy Director of the Corporate Executive Development. With over 25 years' experience in the Higher Education sector, she has held roles, primarily in an academic and research capacity but also in developing transnational education and industry links across the globe. As Director of Postgraduate Programmes at Heriot-Watt University, she teaches on the International Marketing Management suite of programmes, specialising in Branding & Communications, Strategic Marketing Management, Entrepreneurial Marketing. She works closely with industry involving her wide network of contacts on the programmes in order to ensure business relevance for students. Throughout her academic career she has published in the areas of Small Business Marketing, Entrepreneurship and Academic & Industry Collaboration.

Tom Farrington is a Post-Doctoral Research Associate in Management and Organisation at Heriot-Watt University's School of Social Sciences. Tom has taught at South East European University in Tetovo and at the University of

Edinburgh, where he received his doctorate, and where he was Co-Director of the Scottish Universities' International Summer School. Tom's research is mainly focused on management practice, business ethics, and constructions of identity. He has a particular interest in cultural heritage and tourism, focusing on issues such as authenticity and social responsibility, with expertise in critical, cultural, and literary theory. His work has most recently appeared in the *Journal of Marketing Management*, the *International Journal of Contemporary Hospitality Management*, and the *Journal of Sustainable Tourism*.

Keith Gori is a PhD student in the School of Social Sciences at Heriot-Watt University. His doctoral research centres on understanding the social and cultural significance of consumption in historical context, with a specific interest in the British home front during the Second World War. He is involved in a range of marketing and consumer research projects utilising multiple theoretical and methodological approaches. He has published a number of journal articles and chapters in edited texts and has presented at conferences both in the UK and overseas. He teaches on management, marketing and methods courses in the Department of Business Management. He holds BA and MA degrees in history from the University of Sheffield.

Kevin O'Gorman is Professor of Management and Business History and Director of Internationalisation in the School of Social Sciences at Heriot-Watt University. He trained in Glasgow, Salamanca and Rome as a philosopher, theologian and historian. His research interests have a dual focus: Origins, history and cultural practices of hospitality, and philosophical, ethical and cultural underpinnings of contemporary management practices. Using a wide range of methodological approaches he has published over 140 journal articles, books, chapters, and conference papers in business and management.

Darren Jubb is a PhD student at Heriot-Watt University, Edinburgh. His primary research interest is considering the role that accounting plays in shaping popular culture, with a current emphasis on how accounting influences the cultural practice of record production. Darren received an MA Hons in Accountancy from Heriot-Watt University in 2010 before working in professional accountancy practice for a number of years. During this period he qualified as a Chartered Accountant with the Institute of Chartered Accountants Scotland.

Andrew MacLaren is Assistant Professor of Marketing, Heriot-Watt University. His main research interests focus on the service industry. His outlook is international and he works throughout Europe, the USA, the Middle

East and India. He has published widely in the field on multiple topics, contributing in the domains of theory, method and industry practice.

Rodrigo Perez Vega is a Lecturer in Marketing at Henley Business School. His research interest are on social media, digital marketing and social influence marketing. Prior to finishing his PhD, Rodrigo had marketing experience in several digital marketing and brand management roles within FMCG and service industries.

Lindsay Stringfellow is a Senior Lecturer in Marketing at the University of Exeter. Her PhD thesis examined the interplay between social capital and the development of small professional firms. Her research interests are broadly in the sociology of the professions, with a particular interest in small practitioners. Her work often takes a Bourdieusian perspective, and focuses critically on issues of status, legitimacy and power in the professions, particularly accounting. Her interest in Pierre Bourdieu also spans into cultural reproduction, where she has examined taste and the impact of celebritisation on the culinary field, as well as across new forms of media.

Preface

“Living in age of advertisement, we are perpetually disillusioned. The perfect life is spread before us every day, but it changes and withers at a touch.”

J.B. Priestley, ‘The Disillusioned’, 1929

Given the ever-quickening pace of technological innovation, and the increasing urgency with which this newness mediates social interactions, it is difficult for us to fully envision the types of marketing jobs our graduates will go on to do. With this in mind, we offer this book as a series of perspectives on both the fundamentals of marketing, and the state-of-the-art in each topic. It is vital that students and scholars read these chapters critically, with a view to adapting the principles and ideas within to the particular nuances and challenges of their pursuits in marketing. Readers should always be aware that marketing is not a simple case of *this plus that equals success*; marketers are required to continually encounter and re-encounter that most unpredictable of variables: the human being.

Marketing is a strange beast in some ways. It is often seen from the outside as rather a glamorous activity, an idea that is fashioned from images of glitzy product launches and Hollywood’s portrayal of ‘ad execs’ flying around the world, sowing the seeds of their creative ideas. Marketing goes a lot deeper than that and, as such, represents a heck of a lot more graft than is betrayed by the champagne and jet travel. Working in marketing is a stimulating blend of numbers, statistics, algorithms, creativity, emotional intelligence, cultural sensitivity, charm, wit and maybe even a bit of good old fashioned luck. Not many jobs encompass such a varied range of functions, which makes it stimulating yet elusive, since it’s not always completely possible to fathom why one thing works the first time you do it and then fails the next time. The challenge of marketing is both a cause and a consequence of the ever-fluctuating, unpredictable and uncertain world we live in today. The developed world is a consumer’s world; it is built for and by consumerism, and is measured by it too. This is not necessarily a good thing, but it also puts a function like marketing at the axis of deciding whether consumerism can build a better world or send it into terminal decline.

From international DJs, to chocolate companies, to charities and hotels, this book takes a tour through both the theory and the application of some useful, widespread and interesting perspectives on marketing. Unfortunately, it's not exhaustive and readers are encouraged to use the suggested reading and the works cited within the chapters to deepen their knowledge and understanding even further.

Our publisher suggested we might like to include some humour in the preface, so we're going to leave you with a marketing joke:

Q: Why did the marketer fail at honey harvesting?

A: Instead of tapping the hive, she insisted on going B2B.

Hahaha...sorry! We hope you enjoy the book.