



Marketing Graffiti

Mike Saren

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Radical and unique in its approach and presentation, **Marketing Graffiti** turns the traditional marketing introduction on its head by making students aware of the part they already play in the marketing process.

Most marketing textbooks tackle the subject as a business function?how to "do" marketing in companies and other organizations. **Marketing Graffiti** shows that marketing is not just a business function but a part of our culture, and one in which, as consumers, we are all active as part-time marketers.

By rejecting managerially-driven structures in this way, Saren's approach makes marketing immediate and instantly relatable as something we are already complicit in. Students are suddenly conscious of what they already know.

Critically examining a wide range of products, businesses, technologies, information, services, ads, packaging and branding, Saren utilizes everyday images and phenomena to draw out the conceptual foundations of marketing in the social and cultural context that we all experience.

This new edition of the first critical marketing textbook discusses the role new technologies (such as social media) play in marketing culture and how it places yet more power in the hands of the consumer. There are also new or expanded sections on discrimination, the role of the consumer in innovation, space and place, pricing, and marketing communities.

The book is now supported by a range of teaching support materials including slides and testbank questions.

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