



Foundations of Marketing Theory: Toward a General Theory of Marketing

Shelby D. Hunt

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Foundations of Marketing Theory: Toward a General Theory of Marketing Shelby D. Hunt

This is a thoroughly revised and updated edition of Shelby Hunt's classic text on marketing theory. Like its predecessors, this new edition presents a theory of marketing that focuses on the discipline's multiple stakeholders. It develops a practical "tool kit" for developing and analyzing theories based on the philosophy of science. This edition breaks new ground with a focus on the concept that "resource-advantage theory" provides the foundation for a general theory of marketing. Both evolutionary and revolutionary, this new edition of the best selling work is an essential primary text for courses and seminars on marketing theory as well as marketing research and management theory.

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