



# Romancing the Market (Routledge Interpretive Marketing Research)

*Bill Clarke*

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*Romancing the Market* is a radical rethinking of marketing understanding. Marketing and consumer research are dominated by the neo-classical ideals of the Enlightenment such as rigour, dispassion and the search for scientific 'truth'. In a series of provocative essays, the contributors challenge these assumptions with reference to the individuality, innovation and imagination of the Romantic movement.

The book contains essays by an international selection of the most creative contemporary marketing scholars, including Elizabeth Hirschman, Russell Belk, Craig Thompson and Robin Wensley. Illuminating, controversial and cutting edge, this is an essential work for all those interested in new directions in marketing and consumer research.

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