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AUSTRIAN ECONOMICS AS A BASIS FOR A GENERAL MARKETING THEORY



Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | Potentials and Limitations | In the field of marketing a number of theories compete for recognition, academic support and theoretical credibility. It follows that research on marketing is highly fragmented. The work at hand is a study on possibilities and obstacles of "Austrian economics" - which emphasises the coordinating role of information (mostly via price-signals) in dynamic markets - as a general marketing-theory. The aim of this book is threefold: Firstly, to show...

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