


KEY ISSUES IN MARKETING MANAGEMENT

# Expanding Disciplinary Space: On the Potential of Critical Marketing

Edited by  
Douglas Brownlie, Paul Hower and  
Mark Tadajewski

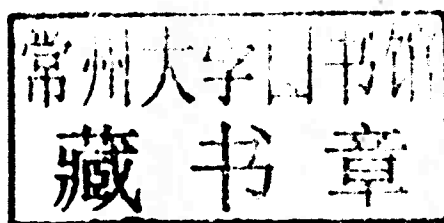
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**ROUTLEDGE**  


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The publisher would like to make readers aware that the chapters in this book may be referred to as articles as they are identical to the articles published in the special issue. The publisher accepts responsibility for any inconsistencies that may have arisen in the course of preparing this volume for print.

# Expanding Disciplinary Space: On the Potential of Critical Marketing

*Expanding Disciplinary Space: On the Potential of Critical Marketing* provides an introduction to the major perspectives in critical marketing studies. It contains theoretical reflections on critical marketing whilst building on the key concepts and ideas which are vital to the subject through detailed empirical studies. In this volume, an international collection of marketing experts discuss the eclectic character and potential of the critical turn within marketing theory and practice. Chapters explore a wide range of topics including marketing academia, consumer research, political marketing, marketing ethics, postcolonial epistemic ideology in marketing, marketing theory and marketing for community development. This collection is essential reading for all those interested in contemporary developments in marketing theory and practice, irrespective of the discipline from which they originate.

This book was originally published as a special issue of the *Journal of Marketing Management*.

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## Key Issues in Marketing Management



The *Journal of Marketing Management* was founded in 1985 by Michael J. Baker to provide a forum for the exchange of the latest research ideas and best practice in the field of marketing as a whole, in an accessible way.

Currently edited by Mark Tadajewski and Paul Hower, the *Journal of Marketing Management* is the official Journal of the Academy of Marketing and has an international reputation for publishing influential and original contributions which blend the best of theory and practice. It is concerned with all aspects of the management of marketing, and seeks to meet the needs of a wide but sophisticated audience comprising senior marketing executives and their advisors, senior line managers, teachers and researchers in marketing, and undergraduate and postgraduate students of the subject.

The *Key Issues in Marketing Management* book series contains a wide range of the journal's special issues. These special issues are an important contribution to the work of the journal, where leading theoreticians and practitioners bring together articles dedicated to a key topic in the industry. Through publishing these special issues as a series of books, Westburn Publishers and Taylor & Francis hope to allow a wider audience of scholars, students and professionals to engage with the work of the *Journal of Marketing Management*.

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## Thinking 'Communities of Academic Practice': on space, enterprise and governance in marketing academia

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**Abstract** The paper introduces the ideas that have inspired this special issue on the production of disciplinary space. It locates those ideas with regard to contemporary themes within the cut and thrust of disciplinary institutions in marketing and the practices they authorise, particularly those that shape the production and distribution of knowledge product. In the spirit of critical inquiry, we frame the discipline reflexively. This helps us to understand marketing academia as a shifting confederation of 'communities of practice' (Wenger 1998), recursively organising itself around negotiated visions of how an invisible, yet representative and influential academic institution reveals itself to itself, through conducting our academic conduct. It introduces the papers and arranges them in a contingent order. This is achieved through imputing to the papers practices that seek to expand available conceptual space, making it available for further development.