

Pursuing Customers: An Ethnography of Marketing Activities (SAGE Library of Social Research)



The accounts of owners, sales administrators, marketing personnel and sales representatives are used to describe the basics of modern business practices in Pursuing Customers. The author focuses on the processes by which a business prepares for its customers from set up and management to purchasing goods, pricing, advertising and display. Each step in the process is brought alive with commentary by its participants - from shoe salesperson to department store manager. Business is described as an arena where participants construct a world of enticement, competition, strategy and negotiation.

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