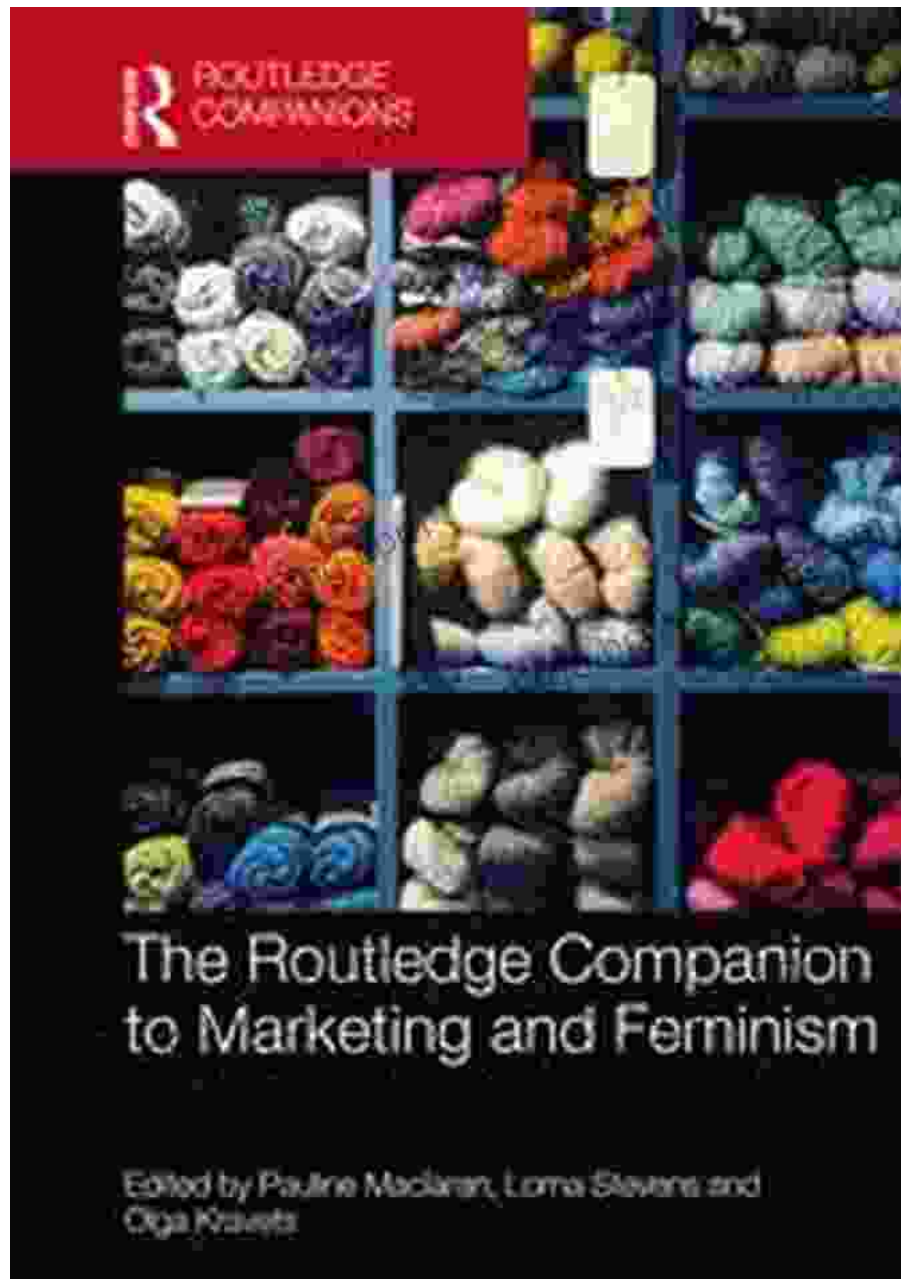


Unveiling the Intersections of Marketing and Feminism: The Routledge Companion to Marketing and Feminism



The Routledge Companion to Marketing and Feminism is a groundbreaking work that explores the complex and dynamic relationship between

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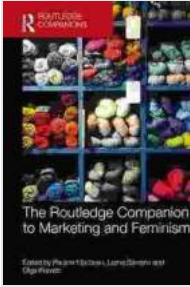
Key Features

- Examines the historical and contemporary intersections of marketing and feminism
- Explores the impact of gender on consumer behavior and decision-making
- Analyzes brand strategies and marketing campaigns through a feminist lens
- Presents case studies of successful and controversial marketing campaigns
- Offers theoretical frameworks for understanding the role of gender in marketing
- Features contributions from leading scholars and practitioners in marketing and feminism

Target Audience

The Routledge Companion to Marketing and Feminism is an essential resource for:

**The Routledge Companion to Marketing and Feminism
(Routledge Companions in Business, Management and
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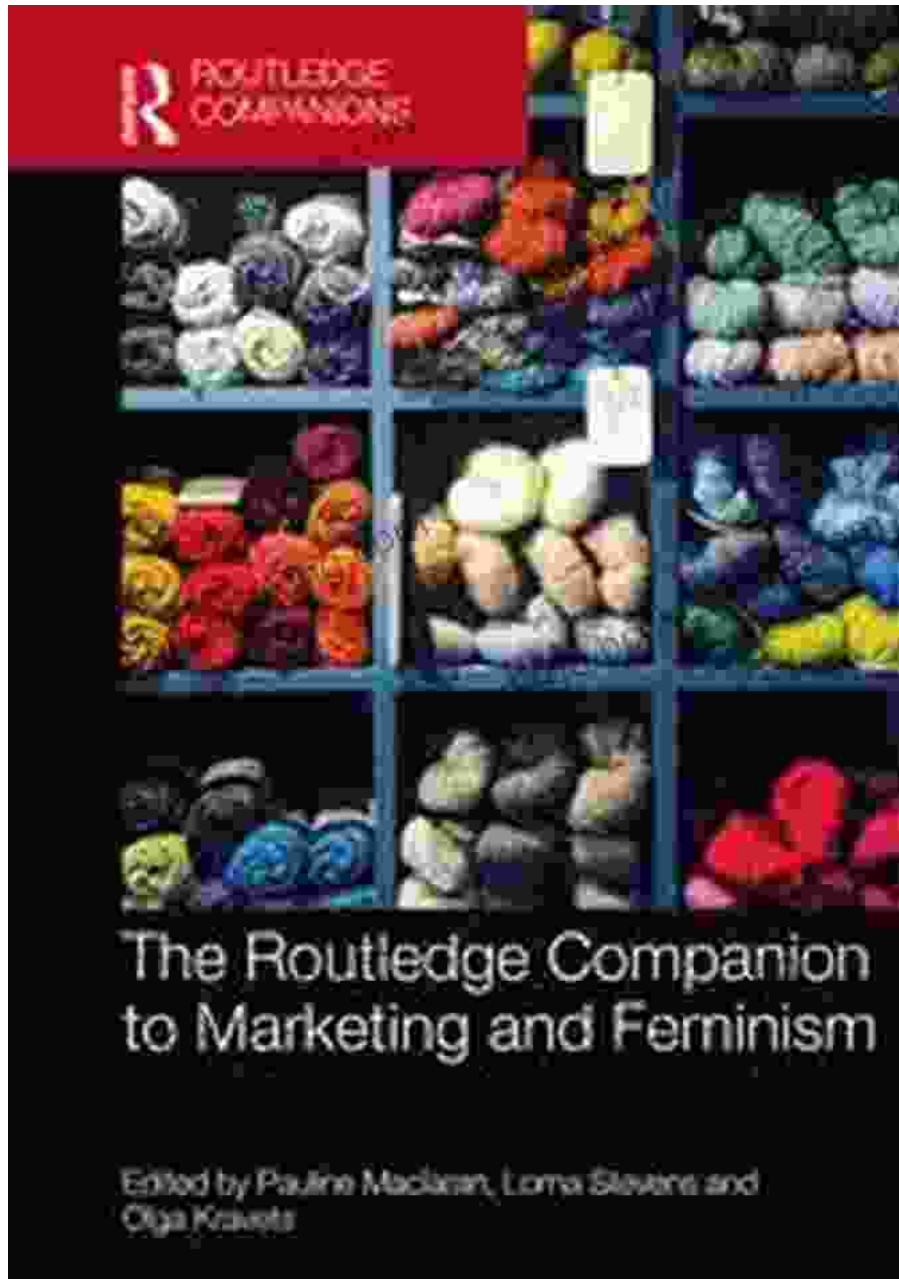
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- Marketing professionals and practitioners
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- Students in marketing, advertising, and communication
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Edited by Erin McPherson

Erin McPherson is an Associate Professor of Marketing at the University of British Columbia. Her research focuses on the intersection of marketing and gender, with a particular interest in the representation of women in advertising.

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- Gender and Consumer Behavior
- Brand Strategies and Feminism
- Marketing Campaigns: Feminist Critiques and Success Stories
- Gender and Digital Marketing
- Intersectionality and Marketing
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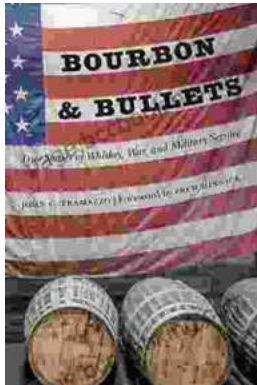
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