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The Marketing Matrix : Gerard Hastings : 9780415678612

The Marketing Matrix is an in depth look at corporate marketing and how its power reaches into and limits our lives. As a marketing professor who has examined the inner workings of this power as wielded by alcohol, tobacco and food companies, Prof Hastings provides insight into the abuses of marketing and recommendations for how to combat them. The book is a grim reminder that, with few

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As Hastings shows however, the powerful and ubiquitous behaviour change tools of modern marketing - i.e. 'the marketing matrix' - actually create a false and superficial society based on more and more private consumption and less and less wellbeing and real satisfaction.

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The marketing matrix Author(s): Gerard Hastings (Institute for Social Marketing, University of Stirling, Stirling, UK and The Open University, Milton Keynes, UK) Abstract: Purpose The purpose of this paper is to question the role of corporate marketing in society and suggest ways of combating it.

Design/methodology/approach The problems are urgent and the style is polemical. Findings

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The Marketing Matrix How the Corporation Gets Its Power - And How We Can Reclaim It

Professor Gerard Hastings | University of Stirling

Gerard is interested in critical and social marketing research. The work in the former began with a focus on the marketing techniques of the tobacco, alcohol and food industries, and is now expanding to look at the wider

impact of business - especially the corporate sector- on key social problems like materialism, inequality and sustainability.

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