

MARKETING IN EVOLUTION



Professor Michael J. Baker

Marketing in Evolution

Essays in Honour of Michael J. Baker

Edited by

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and

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Individual chapters (in order) © Christian Grönroos, Robin Wensley,
Susan A. Shaw and John A. Dawson, Patricia W. Meyers and Gerard A.
Athaide, Susan J. Hart, Arch G. Woodside, Neil Hood and Stephen Young,
Michael J. Thomas, John Saunders 1998 1996
Softcover reprint of the hardcover 1st edition 1996 978-0-333-66264-9

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Published by PALGRAVE MACMILLAN
Houndmills, Basingstoke, Hampshire RG21 6XS and
175 Fifth Avenue, New York, N. Y. 10010
Companies and representatives throughout the world

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ISBN 978-1-349-14091-6 ISBN 978-1-349-14089-3 (eBook)
DOI 10.1007/978-1-349-14089-3

This book is printed on paper suitable for recycling and
made from fully managed and sustained forest sources.

A catalogue record for this book is available from the British Library.

Transferred to digital printing 2002

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Michael J. Thomas was Chairman of the Chartered Institute of Marketing in 1995, Chairman of the Marketing Education Group 1983–7, has built a new business school in Gdansk, Poland, 1991–, and was awarded the Order of Merit (Commander's Cross) of Poland in November 1994. He travels (Visiting Professor, Universities of Georgetown, Indiana, Syracuse and Tennessee (USA), Karlstad (Sweden), Malta) and is an active publisher (*Gower Handbook of Marketing*, 4th edition) and editor (*Marketing Intelligence and Planning*).

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