

Consumer Attitudes Ethnicity Lifestyle And Housing

This volume includes the full proceedings from the 2012 World Marketing Congress and Cultural Perspectives in Marketing held in Atlanta, Georgia with the theme Thriving in a New World Economy. The focus of the conference and the enclosed papers is on global marketing thought, issues and practices. This volume presents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy ’ s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Marketing has situated itself as an indispensable tool in today’s business world-an unavoidable step in the process from production to consumption. This book is the first of its kind to map out the organizing principles and cultural logic of marketing, and trace the profession’s ascent to global domination. Appibaum argues that marketing can be seen as a particular set of cultural practices that surfaced in reaction to the affluence of Western society, and not the answer to the call of inherent human needs and wants. In order to understand globalization, transnational corporations, and the spread of consumer culture, one must understand the logic of marketing.

As populations become increasingly mobile and production is globalized, every country and region in the world is becoming multicultural in social composition. Such multicultural market environments call for new marketing concepts and methodologies as well as empirical research into the implications of multicultural diversity for marketers. Multiculturalism also has significant implications for inter-organizational relations in the context of international marketing. These issues are also addressed here. In addition the book deals with multicultural marketing issues at various geographical levels - national, regional and global. With original coverage and an integrated perspective this book provides an essential overview of multicultural marketing.

Contemporary Sport Management, Seventh Edition, delivers a complete overview of sport management with a diverse team of contributors. Readers are introduced to all aspects of the field they need to know as they prepare for a career in sport management

Contemporary Marketing and Consumer Behavior

Marketing and Multicultural Diversity

Public Health Reports

Understanding Consumer Behavior and Consumption Experience

A Global Perspective

Consumer Behavior and American Culture

Consumer Culture, Politics, and Ethnicity among Romanian Roma

Expanding on the editors’ award-winning article "Evolving to a New Dominant Logic for Marketing," this book presents a challenging new paradigm for the marketing discipline. This new paradigm is service-oriented, customer-oriented, relationship-focused, and knowledge-based, and places marketing, once viewed as a support function, central to overall business strategy. Service-dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision, rather than the exchange of goods, as the proper subject of marketing. It moves the orientation of marketing from a "market to" philosophy where customers are promoted to, targeted, and captured, to a "market with" philosophy where the customer and supply chain partners are collaborators in the entire marketing process.

The editors elaborate on this model through an historical analysis, clarification, and extension of service-dominant logic, and distinguished marketing thinkers then provide further insight and commentary. The result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice.

"Integrated Marketing" boxes illustrate how companies apply principles.

Food Supply Chain Management Edited by Michael A. Bourlakis and Paul W. H. Weightman *The food supply chain is a series of links and inter-dependencies, from farms to food consumers’ plates, embracing a wide range of disciplines. Food Supply Chain Management brings together the most important of these disciplines and aims to provide an understanding of the chain, to support those who manage parts of the chain and to enhance the development of research activities in the discipline. Food Supply Chain Management follows a ‘farm to fork’ structure. Each chapter starts with aims and an introduction and concludes with study questions that students in particular will find useful. Topics covered include the food consumer, perceived risk and product safety, procurement, livestock systems and crop production, food manufacture, retailing, wholesaling and catering. Special consideration is also given to supermarket supply networks, third party logistics, temperature controlled supply chains, organic foods and the U. S. food supply chain. A final chapter looks at the future for food supply chain management. Michael Bourlakis and Paul Weightman, the editors and contributors to this timely and fascinating book, have drawn together chapters from leading authorities in this important area, to provide a book that is an essential purchase for all those involved in the supply of food and its study. Those involved in the food supply chain within food companies and in academic establishments, including agricultural scientists, food scientists, food technologists, and students studying these subjects, will find much of great use and interest within its covers. Libraries in all universities and research stations where these subjects are studied and taught should have several copies. Dr Bourlakis and Dr Weightman teach and research at the School of Agriculture, Food and Rural Development, University of Newcastle upon Tyne, U. K. Also available from Blackwell Publishing *The Microbiological Risk Assessment of Food S. Forsythe* 0 632 05952 4 *HACCP S. Mortimore & C. Wallace* 0 632 05648 7 *Listeria* 2nd edition *C. Bell & A. Kyriakides* 1 405 10618 2 *Salmonella* *C. Bell & A. Kyriakides* 0 632 05519 7 *International Journal of Food Science & Technology* Published 10 times per year ISSN 0950-5423 *Metal Contamination of Food, 3rd edition* *C. Reilly* 0 632 05927 3*

How can corporate America effectively target the growing flood of consumers participating in online

Virtual Social Identity and Consumer Behavior

Contemporary Sport Management

Conceptual Issues in Consumer Behaviour The Indian Context

Culture, Race, and Ethnicity : Executive Summary : a Supplement to Mental Health : a Report of the Surgeon General

Cross-Cultural Understandings

Consumer Behavior

Thriving in a New World Economy

This volume includes the full proceedings from the 1993 Minority Marketing Congress held in Long Beach, Mississippi under the theme Minority Marketing: Research Perspectives for the 1990s. It provides a variety of quality research in the field of minority marketing in order to assimilate and enhance knowledge of marketing practices for minority enterprises. It includes papers on various topics in minority marketing including advertising, promotion and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy’s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

In a fast-moving global industry, how can anyone know what the next trend will be? Fashion Trends: Analysis and Forecasting offers a clear pathway into the theory and practice of forecasting fashion, using professional case studies to demonstrate each technique and concept. This revised edition includes an updated model of the fashion trend analysis and forecasting process and expanded coverage of social media, digital influencers, sustainability and social responsibility. There are also first-hand visual materials relating to forecasts from leading firms. With the rise of individualism and concern for the sustainable world, the authors also walk you through the ‘end of fashion’ and what comes next, including: recycled and upcycled fashion, garment rental, subscription services, the circular economy, transparency and traceability, and the role of forecasting in encouraging sustainable lifestyles. Key topics - The characteristics of an innovation - The influence of consumer groups - Long- and short-term fashion forecasting - Sociocultural factors and their influence on trends - Fashion professionals’ roles in creating and supporting trends - Consumer and industry trends accelerating product innovation and diffusion - Changing trend forecasting formats - The influence of trend forecasting on business decisions

Are Americans obsessed with shopping? Shop ‘til You Drop is a lively look at our consumer culture and its role in our everyday lives and society. Is the United States different from other first-world nations in the amount of time we spend shopping or in our attitudes toward consumption? Are we one unified consumer culture or are several cultures operating and battling against one another? Arthur Asa Berger uncovers the answers to these and other questions, considering the sacred roots of consumer culture, the demographics of consumption, theories about competing cultures, and the semiotics of shopping. Accessibly written and entertaining, Shop ‘til You Drop is ideal for courses in cultural studies, advertising, and American studies, as well as for anyone curious about our nation’s drive to consume.

This text provides a direct and up-to-date description of the late-1990s situation and trends in Asia. In essence the chapters present a mini-textbook on the environmental consumer behaviour and, marketing situation in each country in Asia.

The Service-Dominant Logic of Marketing

Health Services Reports

From Professional Practice to Global Provisioning

Mobility, Integration and Belonging

Analysis and Forecasting

Heterogeneity in Ethnicity and Acculturation Influence on Consumer’s Perceived Value in Consumption

Malaysian Chinese Consumer Behaviour

This book critically examines and analyzes the classical and neoclassical behavioral theories in reference to consumer decision-making across the business cultures. Discussions in the book present new insights on drawing contemporary interpretations to the behavioral theories of consumers, and guide the breakthrough strategies in marketing.

How do objects mediate human relationships, and possess their own social and political agency? What role does material culture – such as prestige consumption as well as commodity aesthetics, biographies, and ownership histories – play in the production of social and political identities, differences, and hierarchies? How do (informal) consumer subcultures of collectors organize and manage themselves? Drawing on theories from anthropology and sociology, specifically material culture, consumption, museum, ethnicity, and post-socialist studies, Materializing Difference addresses these questions via analysis of the practices and ideologies connected to Gabor Roma beakers and roofed tankards made of antique silver. The consumer subculture organized around these objects – defined as ethnicized and gendered prestige goods by the Gabor Roma living in Romania – is a contemporary, second-hand culture based on patina-oriented consumption. Materializing Difference reveals the inner dynamics of the complex relationships and interactions between objects (silver beakers and roofed tankards) and subjects (Romanian Roma) and investigates how these relationships and interactions contribute to the construction, materialization, and reformulation of social, economic, and political identities, boundaries, and differences. It also discusses how, after 1989, the political transformation in Romania led to the emergence of a new, post-socialist consumer sensitivity among the Gabor Roma, and how this sensitivity reshaped the pre-regime-change patterns, meanings, and value preferences of prestige consumption.

Consumer behaviour.

Race, Ethnicity and Gender in Education: Cross-cultural, which is the sixth volume in the 12-volume book series Globalisation, Comparative Education and Policy Research, presents scholarly research on major discourses of race, ethnicity and gender in education. It provides an easily accessible, practical yet scholarly source of information about the international concern in the field of globalisation and comparative education. Above all, the book offers the latest findings to the critical issues concerning major discourses on race, ethnicity and gender in the global culture. It is a sourcebook of ideas for researchers, practitioners and policymakers in education, globalisation, social justice, equity and access in schooling around the world. It offers a timely overview of current issues affecting research in comparative education of race, ethnicity and gender. It provides directions in education and policy research relevant to progressive pedagogy, social change and transformational educational reforms in the twen- first century. The book critically examines the overall interplay between the state, ideology and current discourses of race, ethnicity and gender in the global culture. It draws upon recent studies in the areas of globalisation, equity, social justice and the role of the State (Zajda et al. , 2006, 2008). It explores conceptual frameworks and methodological approaches applicable in the research covering the State, globa- sation, race, ethnicity and gender.

Forging African Communities

Baby Boomers and Their Parents

Statistical Reference Index

America’s Changing Neighborhoods: An Exploration of Diversity through Places [3 volumes]

Pathways to Health Equity

Food Quality, Balancing Health and Disease

Communities in Action

2016 International Conference on Advanced Materials and Energy Sustainability [AMES2016] was held in Wuhan, Hubei, China during May 27 – 29, 2016. AMES2016 aims to bring together researchers, engineers, and students to participate in the discussion of Advanced Materials and Energy Sustainability. AMES2016 features unique mixed topics of Advanced Materials and Related Technology, Energy Management and Renewable Energy and Environmental Engineering and Sustainable Development. The conference program committee is greatly honoured to have three renowned experts for taking time off to present their keynotes to the conference. In addition, we have put together five invited sessions. There are a total of 260 submissions from various parts of the world. Among them, 87 articles are compiled into this proceedings, covering Polymers, Composites and Mesoporous Materials; Applications of Micro- and Nano-Technology and Materials; Processing Technologies and Computational Methods in Area of Materials Science; Smart Grid, Micro-Grid Concepts; Fuels, Combustion and Materials Handling; Advanced and Renewable Energy Systems; Sustainable Management of Environment; Sustainable Cities and Communities, Transportation and Wind Energy Systems and Technologies.

Introduction to Consumer Behaviour and Overview of the Global Food and Drink Sector -- Models of consumer behaviour and holistic healthy lifestyle -- Consumer perceptions in food and drink -- Consumer learning and memory in food and drink -- Motivation and involvement in food and drink -- Consumer personality in food and drink -- Consumer self-concept in food and drink -- Consumer attitudes in food and drink -- Culture and sub-cultures in food and drink -- Role of reference groups in the food and drink sector -- Influences of social class in the food and drink sector -- Situational Factors in Food and Drink -- Organisational buying in food and drink -- Marketing Mix and consumer behaviour in food and drink -- Contemporary Issues, Developments and Transformations in the Food and Drink Sector.

Introduction to Health and Disease, Volume Thirteen in the Handbook of Food Bioengineering series, provides essential information for researchers, scientists and students on the relationship between the quality of foods and disease at the biological level. It presents different technological approaches to detect food properties and their capabilities for balancing health and disease to deliver high-quality products to consumers. This volume explores the dynamic potential of how food bioengineering can improve traditional foods through modern methods to make a positive impact on human health and foster innovation. Provides information on how bioavailability of nutrients and food formulation can be used to prevent or improve disease Includes the most recent research methods of metabolomics and genomics to detect best outcomes Includes innovative applications for anti-aging effects and curative properties in foods Presents research examples on how both human gut microbiota and food components control the way certain organisms develop and react in different environmental conditions Abstract: "This book discusses the indispensable value of understanding consumer activities and the crucial role they play in developing successful marketing strategies by focusing on concepts such as consumer perceptions, consumption culture, and the influence of information technology"--Provided by publisher

Consumer Behavior Theories

Surprising Findings about Their Lifestyles, Mindsets, and Well-being

The Anatomy of Consumerism

Abstracts

Selected Aspects of Consumer Behavior

The Routledge Companion to Ethnic Marketing

Shop 'til You Drop

The Malaysian Chinese is unique and highly distinctive among the ethnic Chinese. They are living in multicultural environment and having highly westernised lifestyle. Thus, this work is attempt to explore new insight and develop further knowledge of Malaysian Chinese consumers’ (aged 25 - 34) behaviour which has been under-researched for sometimes. Previously, marketing researchers (Ong, 1993; Mokhlis, 2009) found that there is no homogenous among Malaysian Chinese in terms of ethnic attitudes and consumer behaviours. Therefore, it would be appropriate to explore Malaysian Chinese’s ethnicity ties and self ethnic identification, because it is important in determine continuation of Chinese culture influence. Moreover, this work will also continue to unfold the affect of Chinese culture influences on Malaysian Chinese consumers’ perceived value in consumption. Furthermore, the qualitative research approach has been adopted in this research. Three naturalistic group interviews and two in-depth interviews were conducted to interview three groups of informants, namely consumers, marketer and retailer.

This book draws renewed attention to migration into and within Africa, and to the socio-political consequences of these movements. In doing so, it complements vibrant scholarly and political discussions of migrant integration globally with innovative, interdisciplinary perspectives focused on migration within Africa. It sheds new light on how human mobility redefines the meaning of home, community, citizenship and belonging. The authors ask how people’s movements within the continent are forging novel forms of membership while catalysing social change within the communities and countries to which they move and which they have left behind. Original case studies from across Africa question the concepts, actors, and social trajectories dominant in the contemporary literature. Moreover, it speaks to and challenges sociological debates over the nature of migrant integration, debates largely shaped by research in the world’s wealthy regions. The text, in part or as a whole, will appeal to students and scholars of migration, development, urban and rural transformation, African studies and displacement.

In addition, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual’s health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

The Anatomy of Consumerism is a story of greed and obsession and consumption. Of waste and environmental degradation. Of destruction and despair. It is the story of being human. In this earnest account of a serious problem in which we are all implicated, we come to terms with our collective obsession with material consumption. The Anatomy of Consumerism tracks this consumption from the Industrial Revolution, through a ravenous stretch of excessive production and acquisition, all the way to our digital present—a period during which we overcome as a matter of course and visit irreparable damage on our natural environment as a result. It is no wonder the consequences of human greed fester so hotly in debate among economists, social scientists, and environmentalists. The Anatomy of Consumerism wades into this debate’s center.

Minority Marketing: Research Perspectives for the 1990s

Advanced Materials And Energy Sustainability - Proceedings Of The 2016 International Conference On Advanced Materials And Energy Sustainability (Ames2016)

When East Meets West

Proceedings of the 2012 World Marketing Congress/Cultural Perspectives in Marketing Conference

Race, Ethnicity and Gender in Education

Dialog, Debate, and Directions

Concepts and Strategies

Lifestyle and Social Structure: Concepts, Definitions, Analyses is devoted the relationship between lifestyle and social structure. The book begins by constructing a meaningful concept of lifestyle in order to understand and model this relationship. The general formulation of the concept hinges on the descriptive word style, defined as ‘‘any distinctive, and therefore recognizable way in which an act is performed or an artifact made or ought to be performed and made.’’ After developing the implications of the definition, lifestyle is defined, by analogy, as ‘‘any distinctive, and therefore recognizable mode of living.’’ The notion of social structure is then introduced, arguing that structural differentiation engenders lifestyle differentiation. The remainder of the work is concerned primarily with the modeling of this relationship using data from the 1972-1973 Survey of Consumer Expenditures, and with the concept of stylistic unity. Key topics discussed include the relationship between the theory of lifestyle differentiation and modern economic utility theory; psychographic notions of lifestyle; and the relationships between lifestyle and other key sociological concepts (stratification, alienation). The concept of lifestyle should be of interest to a broad range of applied and theoretical researchers.

This exploration of marketing and consumer behaviour comprises original articles, both theoretical and empirical, and serves as a sourcebook for those interested in consumption and managerial consequences. Issues discussed include: elements of the marketing mix; advertising and promotion; relationship management; managerial intervention and stakeholder response; organization behaviour; economic development; class-and-gender-linked consumer behaviour; and the production of consumption. They are examined using anthropological perspectives and methods ranging from materialistic to semiotic.

Fashion is a driving force that shapes the way we live-it influences apparel, hairstyles, art, food, cosmetics, cars, music, toys, furniture, and many other aspects of our daily lives that we often take for granted. Fashion is a major component of popular culture—one that is everchanging. With a solid base in social science, and in economic and marketing research, "Consumer Behavior: In Fashion" provides a comprehensive analysis of today's fashion consumer. Up-to-date, thought-provoking information is presented in an engaging everyday context that helps students, business people and scholars understand how fashion shapes the everyday world of consumers. Among other special features, this comprehensive text: Starts each chapter with a consumer scenario used to analyze concepts covered in the chapter Relates consumer behavior concepts specifically to fashion products and processes Integrates the rapidly-evolving domain of fashion e-commerce Uses numerous fashion ads to explore how fashion consumers attempt to communicate with their markets Includes both a marketing and consumer approach to the business of fashion Highlights both good and bad aspects of fashion marketing and offers a chapter on consumer and business ethics, social responsibility, and environmental issues Includes a chapter on consumer protection by business, government, and independent agencies

'What actually is creativity? And what contributes to its conceptualization and development? For decades, these and other questions have fascinated researchers, educators, parents and laypeople alike, and equally so in the East and West. This interesting collection of articles is an attempt at exploring and answering the above questions from both the Eastern and Western perspectives. Readers may find some answers stimulating, and others bewildering. This is in fact the reality and fascination of creativity research and education. It is hoped that readers will share the joy of reading such a road map. Contents:Creativity: A Meeting Between the East and the West (S Lau et al.)Personal Creativity and Culture (M Ranco)Creativity: Developmental and Cross-Cultural Issues (T J Labari & A Georgsdottir)Creativity Among Chinese People: Beyond Western Perspective (E Rudowicz)Why is There a Paradox in Promoting Creativity in the Asian Classroom? (A K Ng & I Smith)Creativity and Innovation: East-West Comparisons with an Emphasis on Chinese Societies (K Leung et al.)Progress from Traditional to Creativity Education in Chinese Societies (V M Y Cheng)Recognizing and Nurturing Creativity in Chinese Students (J-J Wu)The Social Psychology of Creativity: The Beginnings of a Multicultural Perspective (B A Hennessey)Beauty is in the Eye of the Creator — A Psychological and Cross-Cultural Account of Children's Understanding of Pictorial Art (S F Lin)Blue Apples and Purple Oranges: When Children Paint Like Picasso (K C Soh)Singapore's Creativity Education: A Framework of Fostering Creativity (A-G Tan)Inspiring Creativity Through Music (M Adachi & Y Chino)Creativity and Multiple Intelligences: The DISCOVER Project and Research (C J Maker)Nurturing Creative Thinking: Western Approaches and Eastern Issues (G J Puccio & D W González) Readership: Students, instructors, researchers and professionals in education, Asian culture/politics/society and psychology. Keywords:Creativity;East;West;Culture;Creative Thinking;China;Asia;Education;PsychologyReviews: "A particularly impressive feature of this book is the cultural diversity and regional variations represented by the range of authors ... this book extended my understanding of the relationship between culture and creativity through the presentation of central theories and solid empirical evidence. It is also a good general reference book for anyone who is interesting in studying creativity or other topics with a cultural theme."American Journal of Psychology "

Materializing Difference

Consumer Behavior For Dummies

Lifestyle and Social Structure

Fashion Trends

A Summary from the Perspective of Different Disciplines

Research in Consumer Behavior

Proceedings of the 1993 Minority Marketing Congress

A unique panoramic survey of ethnic groups throughout the United States that explores the diverse communities in every region, state, and big city.
• Provides educators and researchers with a useful guide to the diverse ethnic and racial minorities of the United States that describes their geographic location and their local community life
• Serves journalists and scholars needing quick, convenient access to accurate information for research on places like San Francisco’s Chinatown or Little Italy in Manhattan
• Presents statistics based on the U. S. Census of ethnic and racial diversity in each state

Presents consumer research across both positivist and interpretivist methods. This title deals with such topics as: organic food consumption, luxury goods consumption by Chinese consumers, country of manufacture effects on product quality perceptions, and the nature and effects of cool consumption.

The globalization of marketing has brought about an interesting paradox: as the discipline becomes more global, the need to understand cultural differences becomes all the more crucial. This is the challenge in an increasingly international marketplace and a problem that the world’s most powerful businesses must solve. From this challenge has grown the exciting discipline of ethnic marketing, which seeks to understand the considerable opportunities and challenges presented by cultural and ethnic diversity in the marketplace. To date, scholarship in the area has been lively but disparate. This volume brings together cutting-edge research on ethnic marketing from thought leaders across the world. Each chapter covers a key theme, reflecting the increasing diversity of the latest research, including models of culture change, parenting and socialization, responses to web and advertising, role of space and social innovation in ethnic marketing, ethnic consumer decision making, religiosity, differing attitudes to materialism, acculturation, targeting and ethical and public policy issues. The result is a solid framework and a comprehensive reference point for consumer researchers, students, and practitioners.

Lots of marketers paint a rosy picture of the lifestyle of baby boomers as they enter the retirement years. But authors Moschis and Mathur, basing their findings on 20 years of surveys among baby boomers and their parents, tell it like it is. Many baby boomers have saved little money for retirement; their health is worse than that of their parents; and while both generations say travel is in their futures, many will not have money enough to rent a budget motel a few miles from home. But the picture is not all bleak. Moschis and Mathur use their findings to discuss how people can live longer, more satisfying lives. In addition, they apply those findings to marketing and advertising, advising businesses how to use the attitudes and mindsets of mature consumers to create products and services for them as well as to make those products and services more appealing to older customers.

Food Supply Chain Management

Introducing Marketing

Mental Health

Marketing and Consumer Behavior in East and South-east Asia

Consumer - The Boss (Essentials on Consumer Behaviour and marketing Strategies)

In Fashion

Convergence of Divergent Perspectives with Applications to Marketing and Management