Handbook of Research on Gender and Marketing

Research Handbooks in Business and Management series

Edited by Susan Dobscha, Professor of Marketing, Bentley University, US

Susan Dobscha and the authors in this Handbook provide a primer and resource for scholars and practitioners keen to develop or enhance their understanding of how gender permeates marketing decisions, consumer experiences, public policy initiatives, and market practices.

"The Handbook of Research on Gender and Marketing is a timely volume that effectively updates and extends conversations on feminism, gender, gendered marketspaces, and the practices of consumers therein. Appropriately, this volume challenges some taken for granted understandings that may be hampering our understanding of gender(s), and some taboos that can prevent us from discussing critical issues that matter to people of varied genders. I encourage scholars in this arena to take the time to read this volume cover to cover."

– Eileen M. Fischer, York University, Canada

"Being a woman who has now lived through several versions of feminism, gender studies and marketing, I am very happy to see that scholars continue to re-think and expand their notions of how gender affects marketing – and life generally. This has been a long, difficult and at times also fun and gratifying road to be on. The eclectic mix of topics and perspectives in the present volume help us get a better grasp of the "now" of gender."

– Elizabeth C. Hirschman, The University of Virginia’s College at Wise, US

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