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A feminist poststructuralist analysis of the rhetoric of marketing relationships

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Abstract

This paper examines some of the ways exchange relationships between consumers and marketers have been constructed in the language of marketing academe. A poststructuralist feminist lens is adopted to deconstruct the rhetoric of marketing relationships. Viewed through this lens, the discourse associated with marketer/consumer relationship reveals parallels to various discourses regarding male/female relationships. Interpreting marketing rhetoric in this manner helps to show how notions of patriarchy and seduction are woven into the dominant conceptualization of exchange relationships, and thus opens up the possibility of reconstructing our ideas about these relationships.



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