

## 2

*A History of Marketing Thought*

D.G. BRIAN JONES and ERIC H. SHAW

## INTRODUCTION

This section considers the nature of historical research in marketing, why this research should matter to marketing scholars, the various approaches to studying the history of marketing thought, and the organization of this chapter.

**Historical Research in Marketing**

Marketing historians have generally followed the tradition long held by economists, which is to separate the history of practice from the history of thought and to focus their studies on one or the other. Thus, historical research in marketing divides roughly into marketing history and the history of marketing thought. It is the latter we are reviewing in this chapter. Of course, as Stanley Hollander once observed, 'practice is not entirely thoughtless and thought is often practice-driven' (1989, p. xx). Some of the research reviewed herein examines marketing history together with marketing thought and, as we point out at the end of the chapter, more of this would be desirable. We have also restricted our review primarily to historical research by marketing scholars publishing in the literature intended for a marketing audience. We do not directly review literature dealing with historiography, but for the interested reader there is a growing body of work describing the methods of historical scholarship in marketing (e.g., Brown et al., 2001; Golder, 2000; Jones, 1993; Nevett, 1991; Savitt, 1980; Smith and Lux, 1993; Stern, 1990; Witkowski, 1993).

The practice of marketing is quite ancient and as long as thoughtful individuals have reflected on marketing behavior, there has been marketing

thought. For example, early sections of this chapter examine the ideas about markets, marketing and marketers of Greek philosophers such as Plato and Aristotle. However, the formal study of marketing is of much more recent origin. As a subject taught in universities, studied and written about in a systematic, scholarly way, the marketing discipline has existed for only about 100 years. Interestingly, when such scholarship emerged during the early twentieth century, history was a prominent part of what marketing professors studied and taught – a quality we have since lost.

**Why History Matters to Marketing**

The classic justification for history is that those who don't know their past are doomed to repeat its mistakes. Ideas or concepts that have not worked or have not proven useful should be discarded. This appears self-evident. However, knowledge of history can also help us to avoid repeating its successes! This is the re-inventing-the-wheel phenomenon. One example well known to marketing historians is the reincarnation of the marketing concept, first as relationship marketing, and then as customer relationship management (CRM). Even if it is only a marginal change in the broader concept, with each new generation of terminology there seems to be no recognition that the basic idea has remained the same. As Mark Twain has been credited with observing, history may not repeat itself, but it often rhymes. When it does, variations on a theme should be recognized for what they are.

That brings us to a second value in studying history. It establishes a baseline for recognizing changes in theory. How can we advance our knowledge of marketing if we have no prior knowledge?

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option a relativity 3 7 option b engineering physics 8 11 option c imaging 12 16