


**New
Perspectives
on Critical
Marketing
and
Consumer
Society**

A white outline of a shopping cart is centered on the page. The cart has a handle on the left side with a circular grip, a rectangular body, and two circular wheels at the bottom. The title text is written in a bold, teal-colored font and is contained within the upper portion of the cart's body.

Edited by
Elaine L. Ritch
Julie McColl

New Perspectives on Critical Marketing and Consumer Society

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New Perspectives on Critical Marketing and Consumer Society

Edited by

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Abbreviations

CE – Customer Engagement

CSR – Corporate Social Responsibility

DSP – Dominant Social Paradigm

MNO – Multi-national Organisation

NEP – New Environmental Paradigm

NGO – Non-government Organisation

SOR – Stimulus–Organism–Response Framework

USP – Unique Selling Proposition

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Biographies

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Mary Irwin was most recently Senior Lecturer in Media and Communication at Northumbria University Newcastle and is currently Honorary Research Fellow in Media and Communication at Queen Margaret University, Edinburgh. She has published extensively in the fields of TV Studies and Cultural Studies. She is currently writing a monograph on TV Romantic Comedy *Love Wars: TV Romantic Comedy* (Bloomsbury, 2022) and is co-editing a collection on British TV comedy *This Country: British Screen Comedy Cultures* (Palgrave, 2021).

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