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in the Journal of Marketing, "Truth in Marketing Theory and Research", followed by critical comments on "scientific realism" made by Peter (1992) , then an alternative perspective

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than this in the Quarterly Journal of Economics. These examples are clearly taken from the academic literature. But it was not just academics writing about the subject. For example, Shaw (1995) notes that in Miss Parloa's New Cookbook and Marketing Guide which was published around 1880, 'marketing' related to buying and selling activities.

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