

the history and social pdf

1 The History of Marketing Thought This reading assignment is from Dr. Chuck Hermans's PhD work. He is a professor at Missouri State University and granted permission to use it for this course on health marketing.

The History of Marketing Thought

Historiography is the study of the methods of historians in developing history as an academic discipline, and by extension is any body of historical work on a particular subject. The historiography of a specific topic covers how historians have studied that topic using particular sources, techniques, and theoretical approaches.

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