



Categories in markets : origins and evolution /

Hsu, Greta
Negro, Giacomo
Koçak, Özgecan

Emerald Group,
2010

Monografía

Consumers, producers, critics, and other market agents rely on socially constructed categories like craft beers, houseware, collectibles, and thriller films for their understanding of products and producers in markets. Although organizational and sociological accounts often take such categories as given, researchers increasingly acknowledge that category emergence, development, and functioning represent key aspects of how markets work. Take, for example, the U.S. brewing industry, which has become segmented into mass versus specialty producers. Many beer lovers who appreciate the characteristics of a beer made by small, specialty breweries are not willing to buy an equivalent beer made by an integrated, major producer. Knowledge of what specialty beer has come to mean and represent to consumers as the product of an authentic, artisanal production process and delivery is crucial for our understanding of how this market and competitive dynamics within it have evolved. This volume focuses on how market categories shape processes of production and consumption and how these activities in turn shape category systems. This volume consists of original contributions to theory and empirical research by a diverse group of esteemed authors. Topics explored include how new categories emerge, become enacted and gain consensus, how categories are used by market agents (including as tools for interpretation, as mobilization frames, and as cognitive infrastructures for learning), and how category systems change over time. These topics are explored from a variety of perspectives: new institutional theory, organizational ecology, social movement theory, and socio-cognitive theories of markets. The breadth of perspectives in this volume attests to the importance of this topic to sociological studies of market processes

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzcwMTg4MTM>

Título: Categories in markets origins and evolution edited by Greta Hsu, Giacomo Negro, Özgecan Koçak

Edición: 1st ed

Editorial: Bingley [England] Emerald Group 2010

Descripción física: 1 online resource (xiii, 397 pages) illustrations

Mención de serie: Research in the sociology of organizations v. 31

Bibliografía: Includes bibliographical references

Contenido: Research on categories in the sociology of organizations / Giacomo Negro, Özgecan Kocak and Greta Hsu -- Legitimizing illegitimacy : how creating market identity legitimizes illegitimate products / Michael Jensen -- Identity sequences and the early adoption pattern of a jazz canon, 1920-1929 / Steven Kahl, Young-Kyu Kim, Damon J. Phillips -- Organizational form emergence and competing professional schemata of Dutch accounting, 1884-1939 / Sandy Bogaert, Christophe Boone, Glenn R. Carroll -- Crossing a categorical boundary : the implications of switching from non-kosher wine production in the Israeli wine market / Peter W. Roberts, Tal Simons, Anand Swaminathan -- The consequences of category spanning depend on contrast / Balázs Kovács, Michael T. Hannan -- Organizational evolution with fuzzy technological formats : tape drive producers in the world market, 1951-1998 / Glenn R. Carroll, Mi Feng, Gael Le Mens, David G. McKendrick -- Activists, categories and markets : racial diversity and protests against Walmart store openings in America / Hayagreeva Rao, Lori Qingyuan Yue, Paul Ingram -- From categorical imperative to learning by categories : cost accounting and new categorical practices in American manufacturing, 1900-1930 / Marc Schneiberg, Gerald Berk -- Identity repositioning : the case of liberal democrats and audience attention in British politics, 1950-2005 / Soorjith Illickal Karthikeyan, Filippo Carlo Wezel -- The duality of niche and form : the differentiation of institutional space in New York City, 1888-1917 / John W. Mohr, Francesca Guerra-Pearson -- Category currency : the changing value of conformity as a function of ongoing meaning construction / Mark Thomas Kennedy, Jade (Yu-Chieh) Lo, Michael Lounsbury

Lengua: English

Copyright/Depósito Legal: 772509778 823931377 964586684 1153561631 1167682638 1259081501

ISBN: 9780857245946 electronic bk.) 0857245945 electronic bk.) 9780857245939 0857245937 1282916157 9781282916159 9786612916151 661291615X

Materia: Market segmentation Marketing Marketing Segmentation du marché Marketing marketing. BUSINESS & ECONOMICS- Green Business. Gestion d'entreprises. Market segmentation. Marketing.

Autores: Hsu, Greta Negro, Giacomo Koçak, Özgecan

Enlace a formato físico adicional: Print version Categories in markets. 1st ed. Bingley [England] : Emerald Group, 2010 9780857245939 (OCoLC)671698981

Punto acceso adicional serie-Título: Research in the sociology of organizations v. 31

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es