



Marxism & marketing

Neo-Marxism and prestige brands

Andrew Lindridge:

This neo-Marxist concept of marketing, of maintaining and reinforcing economic and social divisions can then be applied to numerous marketing themes. For example, prestige brands are only prestige because they deliberately enforce a sense of elitism in the market. Elitism based upon those who own the prestige brand and those that don't. In other words, prestige brands only serve to remind people of their economic and social class distinctions.

Yet, Marxism is only a philosophy, a way of looking at and interpreting an event or activity. Whether or not you agree with Marxism or how it can be used to interpret a product developed by marketing is your choice. One matter is clear though. The student, who told me he had helped develop White Cider, told me he still has sleepless nights where he contemplates his guilt over that marketing decision.