Handbook of Research on Gender and Marketing (Edward Elgar Publishing Limited, 2019) edited by Susan Dobscha

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Handbook of Research on Gender and Marketing (Edward Elgar Publishing Limited, 2019) edited by Susan Dobscha, constitutes a key source for academics and practitioners willing to better understand how gender permeates marketing strategies, consumer experiences, public policy initiatives and marketing practices in general.

The book includes 13 chapters providing different approaches from 26 academics showing that considering gender in Social Sciences research is much wider than just studying differences between men and women.

The book is organized starting with a chapter tracing the origins of gender as a marketing variable. The book then evolves up to the current context including, for instance, chapters where the videogames industry is impelled to move forward towards reproducing less negative stereotypes. Other considerations on gender justice, feminism, sex and marketing, LGBTQ, politics, the role of the body, more global approaches to gender issues and communications as well as advertising and social media are presented.

This book constitutes an indispensable reading for those approaching gender from the marketing and consumer behavior disciplines with a more holistic perspective.

A clear unifying conclusion in this book –and also derived from its reading– is that despite the relevance of gender in nowadays political agendas and social demands, it has received neither the necessary attention nor the appropriate approach from the marketing discipline.

As pointed out by Susan Dobscha, gender consideration should go further mere T-Test analysis, “moving beyond binary oppositions”. This book is a good opportunity for a serious reflection on how researchers and practitioners are focusing gender in Marketing issues and how they could benefit from more exhaustive approaches.

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