

THIBAUT LE TEXIER, *LA MAIN VISIBLE DES MARCHÉS: UNE HISTOIRE CRITIQUE DU MARKETING* (PARIS: ÉDITIONS LA DÉCOUVERTE, 2022), PP. 656, €26 (PAPERBACK). ISBN: 9782707299249
– RETRACTION

BY
KEVIN MELLET

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It was brought to the attention of the Editors and Cambridge University Press, that this book review contains significant overlap with a previously published review by the author (Mellet 2022). This constitutes a breach of the publication policy of Cambridge University Press and this review has therefore been retracted.

The author agrees with the retraction.

REFERENCES

- Mellet K. Thibault Le Texier, *La main visible des marchés: Une histoire critique du marketing* (Paris: Éditions La Découverte, 2022), pp. 656, €26 (paperback). ISBN: 9782707299249. *Journal of the History of Economic Thought*. 2023;45(3):532-535. doi:10.1017/S1053837222000396.
- Mellet, Kevin. 2022. "La quête du marketing." Last modified September 29, 2022. <https://laviedesidees.fr/Le-Textier-La-main-visible-des-marches>.