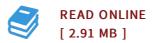




Gonzo Marketing: Winning Through Worst Practices

By Christopher Locke

Basic Books. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 9.0in. x 6.1in. x 0.7in.A Harvard Business Review Top-10 Business Book of 2001Gonzo Marketing is a knuckle-whitening ride to the place where social criticism, biting satire, and serious commerce meet-and where the outdated ideals of mass marketing and broadcast media are being left in the dust. Invoking the spirit of gonzo journalism, Locke rails against business practices that treat customers like cattle, and urges marketers of all stripes to tap into Web-based communities, or micromarkets, based on candor, trust, passion, and a general disdain for anything that smacks of corporate smugness. Gonzo Marketing shows how companies that support and promote these communities can have everything theyve always wanted: greater market share, customer loyalty, and brand equity. Laced with Lockes inimitable wit and penetrating point of view, Gonzo Marketing is the raucous wake-up call that no one in business-from the trading-room floor to the boardroom-can afford to ignore. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



Reviews

Absolutely essential read publication. It is amongst the most incredible book i have study. Your lifestyle period will be convert when you full reading this ebook.

-- Dr. Meaghan Streich V

This book will never be straightforward to start on looking at but extremely exciting to read. I actually have read through and that i am sure that i am going to gonna go through once more again in the future. I am happy to explain how this is the very best book i have read through in my individual lifestyle and may be he best publication for at any time

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