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Autore	King Stephen <1931-2006.>
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Altri autori (Persone)	LannonJudie BaskinMerry
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Note generali	A selection of King's papers published during the past 30 years, with commentaries by current marketing practitioners.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	A Master Class in Brand Planning; Contents; Introduction; About the Book: How it Happened; Acknowledgements; About the Contributors; PART I PLANNING: ROLE AND STRUCTURE; 1 Who Do You Think You Are?; 2 How Brands and the Skills of Branding have Flowered; 3 The Price of Freedom is Eternal Vigilance; 4 The Market's Evolved, Why Hasn't Planning?; 5 Learning and Improvement, Not Proof and Magic Solutions; 6 The Media Planner's Revenge; PART II PLANNING: CRAFT SKILLS; 7 A Revolutionary Challenge to Conventional Wisdom; 8 Four of the Wisest Principles You Will Ever Read; 9 JWT's Debt to Stephen King

10 Short-Term Effects may be Easier to Measure but Long-Term Effects are More Important PART III MARKET RESEARCH; 11 A Theory that Built a Company; 12 The Great Bridge Builder: Searching for Order out of Chaos; 13 You Can't Make Sense of Facts until you've Had an Idea; 14 Measuring Public Opinion in an Individualistic World; 15 The Perfect Role Model for Researchers Today; PART IV MARKETING - GENERAL; 16 Old Brands Never Die. They Just get Sold for a Huge Profit; 17 The Retail Revolution gets Underway; 18 A Robust Defence of what Brand Advertising is For; 19 The Train to Strawberry Hill (1744)
20 A Challenge to Change Behaviour -- Resume of Stephen King's life -- Index.

Sommario/riassunto

In 1988, on Stephen King's retirement JWT published 'The King Papers' a small collection of Stephen King's published writings spanning 1967-1985. They remain timelessly potentially valuable but are an almost unexploited gold mine. This book is comprised of a selection of 20-25 of Stephen King's most important articles, each one introduced by a known and respected practitioner who, in turn, describes the relevance of the particular original idea to the communications environment of today. The worth of this material is that, although the context in which the original papers were written the worth of this material is that the principles underlying his thinking are entirely appropriate to marketing communications in today's more complex media environment." "The book serves as a reference book for today's practitioners, as well as a source of contemporary thinking."
