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Nota di contenuto	Cover; Contents; Recuperating Marketing: On Commencing a Course of Retro Shock Treatment; INTRODUCTION - LOOKING BACK TO SEE AHEAD; 1 Remembering Marketing: The Future is History; PART I PUTTING THE `CON' INTO CONCEPT; 2 Reviewing Marketing: The Defective Vision of Theodore Levitt; 3 Redeeming Marketing: The Spiritual Side of Trade; 4 Reconfiguring Marketing: The Greatest Sham on Earth; PART II DOWNSIZING STRATEGY; 5 Repositioning Marketing: Ballyhoo's Who; 6 Representing Marketing: The Secret of the Black Magic Box; 7 Replanning Marketing: If Ever a Whiz of a Swiz There Was PART III FIXING THE MIX8 Replacing Marketing: Reading Retrosapes; 9 Rebranding Marketing: Yes, We Have No Bananaburgers; 10 Revolting Marketing: Gross is Good!; CONCLUSION - TRAPPING THE SUBSTANCE; 11 Rejuvenating Marketing: The Big Tease; Rewriting Marketing: Pedagogic Appendix; Reciting Marketing: Notes and References; Index
Sommario/riassunto	This text explores the current trend in marketing to draw on its past, whether with retro-products like the neo-Beetle retro-scapes, such as Niketown, or retro-advertising campaigns which make the most of the advertiser's heritage.