Record Nr. UNINA9910824832003321 Autore Brown Stephen <1955 March 23-> **Titolo** Writing marketing: literary lessons from academic authorities // Stephen Brown London, : SAGE, 2005 Pubbl/distr/stampa 1-4129-0265-7 **ISBN** 1-281-25175-5 9786611251758 1-84787-110-0 Edizione [1st ed.] Descrizione fisica 1 online resource (265 p.) Disciplina 808.066658 Soggetti **Business writing** Marketing Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Cover; Contents; 1 The ABCs of Writing Marketing; 2 The Antinomies of Theodore Levitt; 3 The Spectres of Philip Kotler; 4 The Deconstruction of Shelby D. Hunt; 5 The Biopoetics of Wroe Alderson; 6 The Anxieties of Morris Holbrook; 7 The 3Rs of Marketing Writing; The Appendix of Stephen Brown; The Endnotes of the Exercise; Index Sommario/riassunto Marketing is a very diverse discipline, dealing with everything from the costs of globalization to the benefits of money-back guarantees. However, there is one thing that all marketing academics share: they are writers. They publish or perish - their careers are advanced, and

reputations are enhanced, by the written word.