

1. Record Nr.	UNINA9910968518203321
Autore	Brown Stephen <1955 March 23->
Titolo	Writing marketing : literary lessons from academic authorities // Stephen Brown
Pubbl/distr/stampa	London, : SAGE, 2005
ISBN	9786611251758 9781412902656 1412902657 9781281251756 1281251755 9781847871107 1847871100
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
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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.