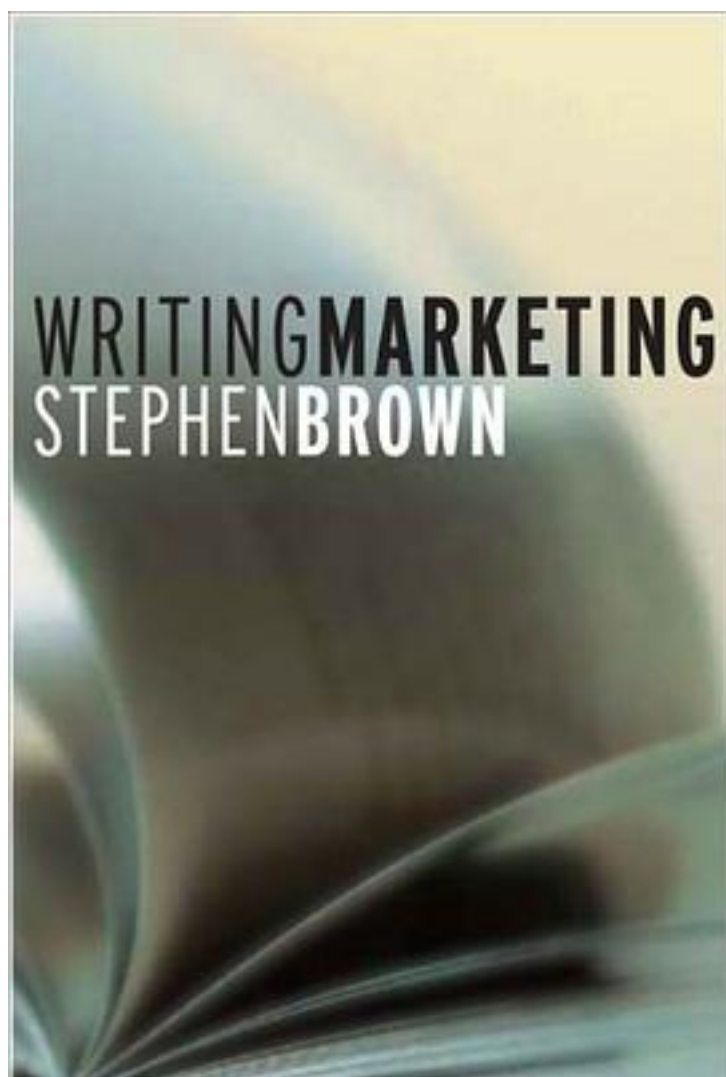


# Writing Marketing



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著者:Stephen Brown

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## Product Description

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 their reputations are enhanced, by the written word.

Despite its importance, writing is rarely discussed, much less written about, by marketing scholars. It is one of the least understood, yet most significant, academic competencies. It is a competency in need of careful study.

Writing Marketing is the first such study. It offers a detailed reading of five renowned marketing writers, ranging from Ted Levitt to Morris Holbrook, and draws lessons that can be adopted, with profit, by everyone else. Although it is not a 'how to' book – there are no lengthy lists of dos and don'ts – Writing Marketing reveals that the 'rules' of good writing are good for nothing.

Written by Stephen Brown, whose own writing skills are much commented upon, Writing Marketing is insightful, illuminating and iconoclastic. It is a must read for every marketing academic, irrespective of their methodological inclinations or philosophical preferences.

作者介绍:

About the Author

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