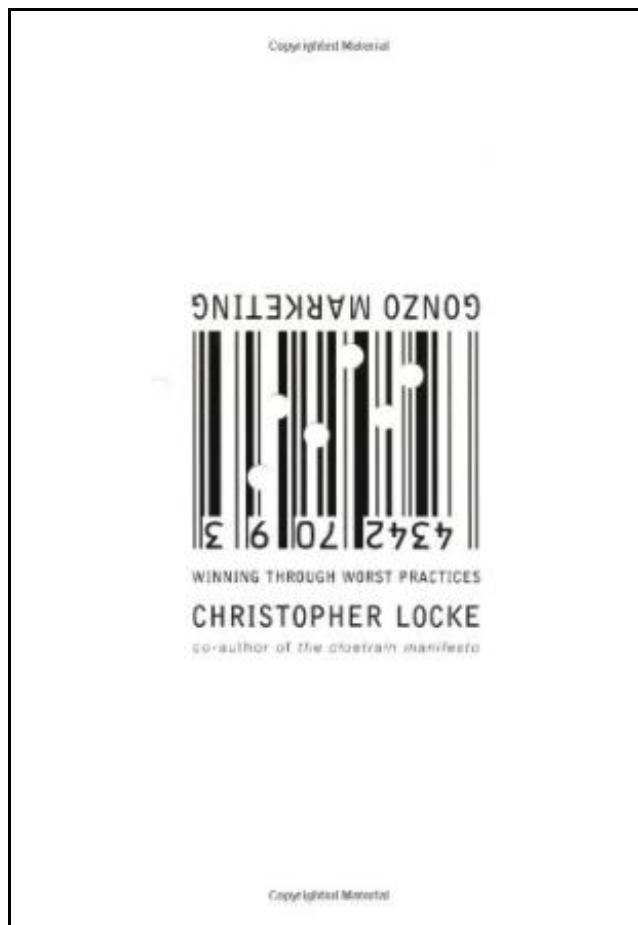


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Perseus Pub., Maine, 2001. Hard Cover in Dust Jacket. Book Condition: New. Dust Jacket Condition: New. First. 2001 Hardcover book in DJ 1st . BRAND NEW from 2001 publisher . Never opened , Never owned . a feltpen dot and x marks bottom edge . Nice & clean & tight and bright & unread inside . Jacket protected in New non-stick clear mylar sleeve . 243 pages . Gonzo marketing is a knuckle-whitening ride to the place where social criticism, biting satire, and serious commerce meet . and where the ideals of mass marketing . and broadcast media . are being left in the dust . As master of ceremonies at the wake for traditional one-size-fits-all marketing . author Chris Locke has assembled a unique guest list . from Geoffrey Chaucer to Hunter S. Thompson . to guide us through the revolution that is rocking business today . as people connect on the Web to form powerful micromarkets . These networked communities . based on candor, trust, passion, and a general disdain for anything that smacks of corporate smugness . reflect much deeper trends in our culture, which Locke illuminates with his characteristic wit . Just as gonzo journalism arose in response to " objective " news standards . that claimed to foster fairness but in practice discouraged writers from speaking their minds in their own voices . so too does gonzo marketing demand a similar response to assumptions about consumer behavior . that no longer relate to how people actually live their lives . Gonzo Marketing is about market advocacy . It describes how " the artist formerly known as advertising "must do a 180 degree turn. It's about transforming the marketing message from "we want your money" to "we share your interests" . It's about...

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