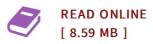




## Gonzo Marketing - Winning Through Worst Practices

By Locke, Christopher

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 ceremo nies 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 p eople 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 Lo cke illuminates with his characteristic wit. Just as...



## Reviews

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