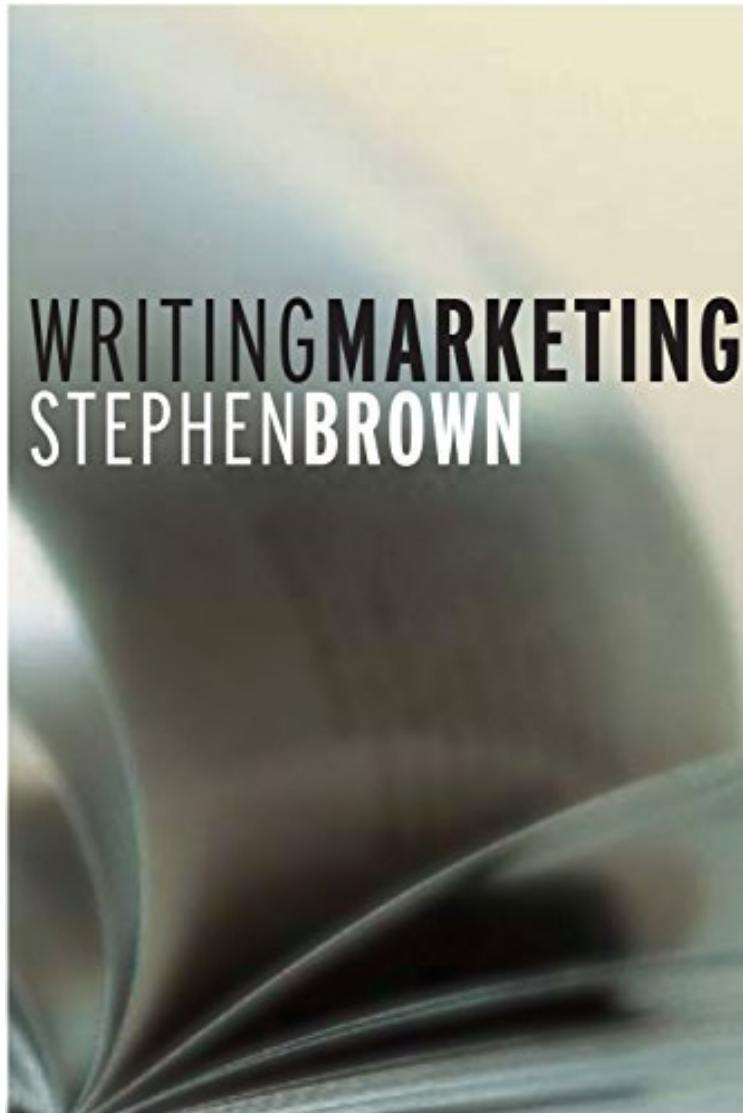


Writing Marketing

Stephen Brown

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Stephen Brown : Writing Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing Marketing:

2 of 2 people found the following review helpful. Wonderful Book on Marketing's Brightest and Best WritersBy Aidan KellyThis book is a fantastic read, and is to my mind at least, the best book that Stephen Brown has written to date. In this book, he takes five world renowned marketing writers (Philip Kotler, Ted Levitt, Shelby Hunt, Wroe Alderson, Morris Holbrook) and develops an analysis of the writing styles of these authors. He also uses a variety of different interpretative frameworks to do this, such as Marxism, Literary Criticism, Subjective Personal Introspection and Postmodernism, all of which help to shed light on the literary styles of the marketing greats.This book is highly

educational, as it provides the reader with a complete overview of the works of these famous authors, and a highly engaging academic analysis of their writing styles. Brown also provides a chapter at the end of the book on the art (yes, art!) of good writing in marketing, and some tips which are useful to both seasoned academics and student beginners. Overall, I think "Writing Marketing" is a must read for every student of marketing, undergraduate or postgraduate, assistant professor or Department Dean, as it is a lively and quite brilliant analysis of the best writers in the field of marketing, and one of the few texts that adequately addresses the subject of writing in the marketing discipline.

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.

'Using a type of language that appears not only fascinating but genuinely fascinated, the book addresses a theme that is of great technical significance for the marketing scholar, concerning the field of literature seen as a tool that serves the purpose of communicating research but which, on another level, affects the very manner of conducting research. This theme is explored by Brown with considerable analytical complexity, through an in-depth investigation of the link between authorial profile and the literary works generated by the given author. These observations clearly illustrate why Writing Marketing constitutes extremely interesting reading material for a public of specialists in the discipline' - Journal of Business-to-Business Marketing

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