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Graham Harding, Paul Walton



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heritage The rise of retro has led many to conclude that it represents the end of marketing that it is indicative of inertia ossification and the waning of creativity Marketing The Retro Revolution explains why the opposite is the case demonstrating that retro orientation is a harbinger of change and a revolution in marketing thinking In his engaging and lively style Stephen Brown shows that the implications of today s retro revolution are much more profound than the existing literature suggests He argues that just as retro marketing practitioners are looking to the past for inspiration so students consultants and academics should seek to do likewise History reveals that new ideas often come wrapped in old packaging Marketing the Retro Revolution unwraps this retro package and in doing so offers radically new ideas for the future of the field

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