

Marketing Graffiti

The everyman's guide to successful marketing, using the real world to clearly illustrate basic marketing concepts.

Radical and illuminating, Marketing Graffiti turns the traditional focus of most marketing texts on its head to present a fluid, functional and far-reaching text for students and all types of readers.

Most marketing text books discuss the subject as a business function- how to 'do' marketing in companies and other organizations. Marketing Graffiti takes a different approach; it is not just about being a marketing manager. Marketing is all encompassing nowadays.

Rejecting the managerially-driven structures normally imposed on the subject, Saren explains marketing from the perspective of the pivotal figure in the process: the consumer. He addresses readers as active consumers and producers of marketing, and therefore already well-equipped to appreciate the rationale and practice behind the process.

Critically examining the wide range of products, businesses, technologies, information, services, ads, packaging and branding, Saren utilizes everyday images and phenomena to draw out the conceptual foundations of marketing in its social and cultural context that we all experience.

By taking this alternative approach - linking the abstract concepts to the everyday world the reader already knows -Marketing Graffiti explains marketing as consumers experience it, as active participants in it reflecting the variety in the bricollage subject that is marketing.

