



Gonzo Marketing: Winning Through Worst Practices

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A Harvard Business Review Top-10 Business Book of 2001 Gonzo Marketing is a knuckle-whitening ride to the place where social criticism, biting satire, and serious commerce meet--and where the outdated ideals of mass marketing and broadcast media are being left in the dust. Invoking the spirit of gonzo journalism, Locke rails against business practices that treat customers like cattle, and urges marketers of all stripes to tap into Web-based communities, or "micromarkets," based on candor, trust, passion, and a general disdain for anything that smacks of corporate smugness. Gonzo Marketing shows how companies that support and promote these communities can have everything they've always wanted: greater market share, customer loyalty, and brand equity. Laced with Locke's inimitable wit and penetrating point of view, Gonzo Marketing is the raucous wake-up call that no one in business--from the trading-room floor to the boardroom--can afford to ignore.

Gonzo Marketing: Winning Through Worst Practices Details

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Author : Christopher Locke

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Del says

Fantastic book, says more (and more accurately) about how to do business online than anything I've read since. Release a decade ago, it is at *least* as true now as it was then. Anyone who operates online must read this book.

Lori White says

This gave me hope in the early aughts when I thought digital marketing was going to bring equality and better products and just generally a lot of great cyber hippie stuff. It's probably a fun Quixotic read in 2018. I still really love it.

Aden Russell says

Very short but interesting book, very true insights given in this book to the new marketing landscape.

Ravi Warrior says

I think Christopher Locke is the new age philosopher when it comes to the internet and marketing online. This book, like his previously co-authored "The Cluetrain Manifesto", is about what is different about the web and the virtual world.

Marketing online is not the same as marketing in the physical world. People no longer want to see your ads and no longer want to be told "Buy this!". The web is about communities and groups of people who coalesce because of common interests. It's the reason why the web is what it is. Trying to push half-a-century old marketing and advertising techniques online is not going to work and we can all see it.

From the in-your-face ads by Google, Facebook and others, to ridiculous toll-gates of "like us on Facebook to see the news", to digital marketing and online campaigns. None of it works. It's because we don't see the web as a broadcast media like TV, we see it as a platform that allows us our freedom of choice. And we choose to see and seek what interests us.

Gonzo Marketing is a book for all traditional marketing professional. It is a must read. But, I would rather recommend it to the people who know that something is wrong, but can't figure out what. This is the "red pill" of online marketing.

(Just on another note, it's not just marketing that is out of sync with the web culture, its the entire business practice that is not geared up for the virtual world. We can no longer run our business and treat our employees as assembly line workers who engage in organizational activities due to TQM and other management philosophies. The people are now taking over and business have to let them help run its course.)

Ietrio says

This is a way too long text about the surprising fact that old ways of doing things are replaced by new ones with the same goal. And the need of the boring author to hopefully set up the new term of 'gonzo marketing'.

Jamie says

While this book is amazingly out of date for being under 10 years old, it's still an okay read and I'm glad I picked it up.

Jake says

I know, never judge a book..... but Winning Through Worst Practices, I had to pick this one up. As far as marketing books go, this one was just OK for me. The book never gave me a "I never thought of that" moment.

Anna Poliakova says

It reminds us again about the things we know - that mass marketing is dead, and that the modern internet customer needs to be approached with authenticity, personality and customisation, tapping into what interests the customer already has

Alex Curry says

Egotistical crap.

stinaz says

I'm not sure whether I absolutely love it, or not. I found that the information was nothing new for someone who studied marketing at university. But I can understand (from experience) how most of the world sees marketing as this horrible pushing, selling, solely and soullessly product and profit focused activity. Even a lot (perhaps even most) of the people who work in marketing. So I understand the frustration and wanting to use better practices. But that is what marketing has been about, from a higher learning perspective at least, for many many years. And the charges against Kotler are unfounded as he is the main figure railing against that old bad marketing vision and pushing the new value exchange and market/customer focuses marketing.

Meanwhile, the gonzo just doesn't sit well in the realm of business and feels a bit forced rather than truly gonzo. Hunter S Thompson would be outraged no doubt, or at least bemused.

But it makes good points about marketing and it's always good to hear someone fighting the good fight. Even if it's not revolutionary and it's what I've been doing/saying for years.

Jimi Bostock says

I read this book during a sabbatical that I took between my two web development companies in Canberra, SafetyWeb and 108 Digital.

It almost made me want to get back on the horse but I held out for another two years

Yes, this is one of the coolest early books that picked up on the emerging possibilities of the web. It even touched on social media as a general concept, long before any real social networking had surfaced.

There is still so much in there for today in the middle of the social revolution, I know cause I just read it again. Loved it

Dean Landsman says

This is much more than a book about marketing. It is a moving account of sensory input and the world around us through which internal and external decisions and actions occur.

Mild disclaimer: the author is a friend. But if he'd written a bad book I would just not review it. This one you should read, friend or not.

Ebenezer Coffie says

very good

Waseem says

man this book sucked, I absolutely hated this book...wtf!...Is the author trying to showcase his skills in the use of metaphors and / or ...perhaps a thesaurus???...get to the point man....surely this guy writes about success and nowhere near it himself...

am not author, but my god, this honestly just didn't make sense, no point, no gold nuggets,..just no point...don't even remember what anything in the book was said now...

I honestly think hes having a conversation with himself out loud

Regards

Waseem Mirza

<http://www.WaseemMirza.net>

Isabel Hogue says

"What underpins the gonzo model are personal interests and passionate engagement around those interests."
[p. 188]
