



Marketing - The Retro Revolution

Stephen Brown

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· Has marketing moved from `new and improved' to `as good as always'?

· Is old the new `new'?

Retro-marketing is all around us, whether it be retro-products like the neo-Beetle, retro-scapes, such as Niketown, or retro-advertising campaigns, which make the most of the advertiser's glorious 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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