

## Gonzo Marketing: Winning through Worst Practices



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a knuckle-whitening ride to the place where social criticism, biting satire, and serious commerce meet...and where the outdated ideals of mass marketing and broadcast media are being left in the dust. As master of ceremonies at the wake for traditional one-size-fits-all marketing, Chris Locke has assembled a unique guest list, from Geoffrey Chaucer to Hunter S. Thompson, to guide us through the revolution that is rocking business today, as people connect on the Web to form powerful micromarkets. These networked communities, based on candour, trust, passion, and a general disdain for anything that smacks of corporate smugness, reflect much deeper trends in our culture, which Locke illuminates with his characteristic wit.

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