



# Creative Marketing: An Extended Metaphor for Marketing in a New Age

*I. Fillis, R. Rentschler*

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## **Creative Marketing: An Extended Metaphor for Marketing in a New Age** I. Fillis, R. Rentschler

Creative Marketing has been written in response to the continued failure to address the theory/practice gap in marketing management. The art world is full of creativity, yet existing marketing theory continues to prescribe formulaic, stepwise processes for marketing success. Rather than perpetuating the belief in the value of traditional marketing frameworks, this book draws on a diverse range of disciplines to inspire entrepreneurial thinking and practice among those marketers who wish to push the boundaries of knowledge and convention. Creative Marketing gets back to how best to support individuals as well as small, medium and micro-enterprises through new marketing approaches.

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