**About the Book**

This book has been inspired by the many textbooks, classes and student work about marketing mix, which simply present or teach marketing mix as 4Ps - very often not even acknowledging where those 4Ps came from. This approach is simply unacceptable academic work - no discussion of the extensive research from the 1920s onwards, about what is needed for effective marketing and marketing mix. In several ways, this is a thoroughly radical book pushing against the common approach of simply teaching about simplistic 4Ps. Many students produce a marketing mix for a company; they shouldn't. The book provides a solid example of what academics often call 'critical thinking'. Other ways in which the book is radical, is that it shows that marketing mix is not only for products and services; it is also for ideas. The book discusses the idea that marketing can be seen as a branch of information warfare. Positioning should be included in marketing mix considerations. Marketing mix should not only be considered for legitimate products, services, and ideas; it is relevant also for those who trade in legal or mixed legal and illegal products and services. Examples are explored in the book.

**About the Author:**

Geoffrey Darnton has extensive experience in industry, academia, and a variety of NGOs working in human and civil rights. Within those contexts, he has a lot of marketing experience as practitioner, academic, and external examiner – contributing to the radical nature of this book.