

Download Marketing The Moon The Selling Of The Apollo Lunar Program

In Marketing the Moon, David Meerman Scott and Richard Jurek tell the stories of one of the most successful marketing and public relations campaigns in history: the selling of the Apollo lunar program. We all know how the story ends - the public and media lost interest rapidly after the first landing, missions were cancelled and we haven't returned to the moon since Apollo. This was actually a failure of marketing by NASA to keep the public engaged, and this aspect of the program is covered as well. I couldn't put the book down. Highly recommended. Marketing the Moon: The Selling of the Apollo Lunar Program by David Meerman Scott, Richard Jurek (review) Margaret Weitekamp Technology and Culture, Volume 56, Number 3, July 2015, pp. 777-778 (Review) Get this from a library! Marketing the moon : the selling of the Apollo lunar program. [David Meerman Scott; Richard Jurek] -- In July 1969, ninety-four percent of American televisions were tuned to coverage of Apollo 11's mission to the moon. How did space exploration, once the purview of rocket scientists, reach a larger ...