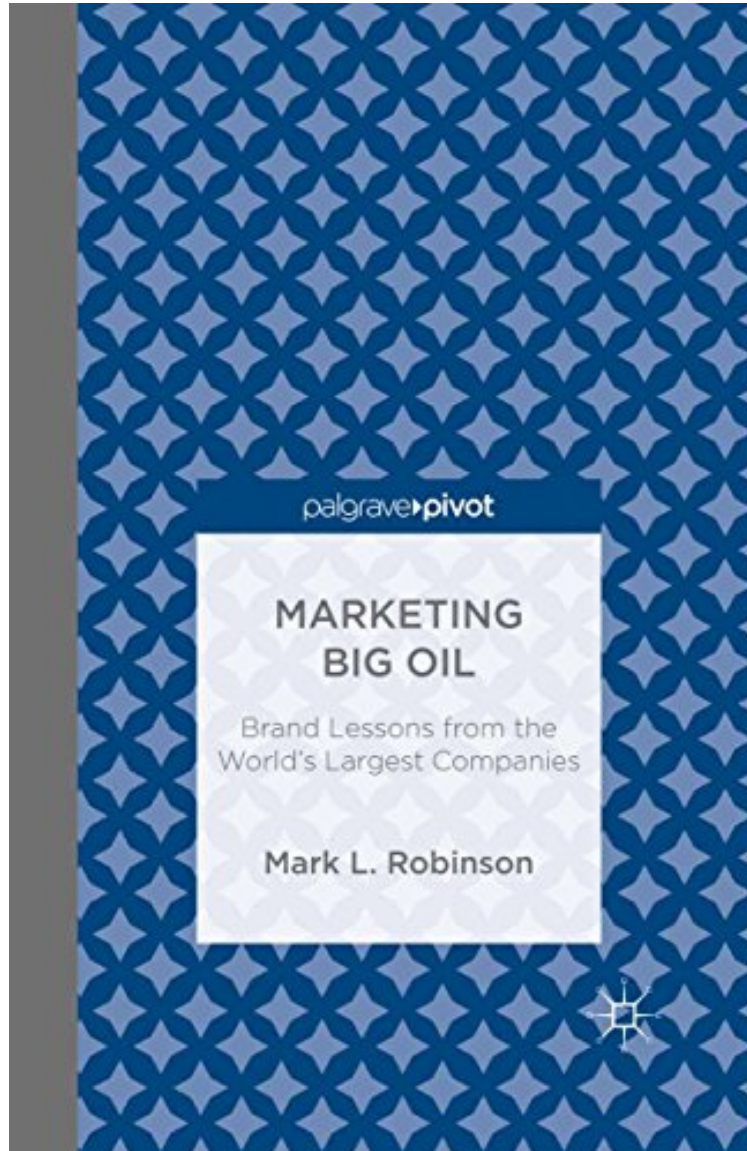


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Marketing Big Oil: Brand Lessons from the World's Largest Companies

M. Robinson

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M. Robinson : Marketing Big Oil: Brand Lessons from the World's Largest Companies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Big Oil: Brand Lessons from the World's Largest Companies:

1 of 1 people found the following review helpful. but also a great read, and a valuable tool not only for ...By John J. McGonagle
The book focuses on marketing successes and failures (mostly failures) by Big Oil, and puts that in focus

with a very readable and interesting history of Big Oil. Throughout the book, he notes where Big Oil has used both competitive intelligence and industrial espionage to advance its operations. The book is very well researched, but also a great read, and a valuable tool not only for those in marketing, but also for those in crisis management, CI, and strategy. Get it. full review at <http://diy-ci.com/2014/09/02/big-oil/>

Marketing Big Oil begins with an historical perspective looking at how Big Oil came to be and then analyzes the marketing and corporate branding programs of these oil titans to demonstrate what does and doesn't work, showing us how even the largest companies sometimes fail to get their message across.

"With Robinson's background in oil, and his extensive travels around the world, this book offers a balanced view of an industry which has traditionally focused on engineering obstacles and price gyrations rather than endearing themselves to the consumer. Some recent catastrophic events have shown the importance of a strong corporate brand and good PR, and Robinson's analysis connects decades of events into a common thread. I wonder why no one thought of such an interesting subject before?" - Christopher G. Nicholson, Founder, Deloitte Global Energy and Resources "This book is exhaustively researched and a wonderful account of the history of the so called Big Oil companies and their public image problems. Dr. Robinson carefully crafts how these companies shape what they say about themselves and create a public image in marketing campaigns. With choice languages and symbols, they frame a message to be received by consumers that may or may not reflect what these big oil companies actually do. The breadth and depth of this penetrating work shows the disconnect between what these oil companies say and their corresponding actions. As an African that has lived the contradictions of perceptions and experiences from these oil companies, I salute Dr. Robinson for his insight and courage in helping us understand how these oil companies operate in emerging markets. This is a gripping and a compelling work that takes you inside the making and operations of the big oil companies." - Stephen Onu, Chair, African Integrity Group "Robinson's engaging and timely book on a complex marketing arena brings forth some 'crude' home truths, backed up by historical context and lessons from the corporate world, all weaved into a balanced industry perspective on the state of affairs in a digitally savvy world. Budding marketing professionals as well as industry veterans, and those interested in how some of world's biggest oil and gas companies succeed (or fail) in etching their global brand equity would find this book to be a thoroughly good read." - Oilholics

About the Author Mark Robinson spent many years in the trenches of the oil industry, first with Mobil Oil, then Exxon Mobil, and finally in the Global Oil Gas practice of Deloitte Touche. In addition to his expertise in oil and gas, Dr. Robinson teaches MBA classes in marketing and advertising at several universities in the Washington, DC metropolitan area. He is also a noted contributor to several industry publications including Oilfield Technology. Dr. Robinson is also the Founder and CEO of Capitol Hill Communications, a communications consultancy, helping companies to navigate the complexities of Washington, DC politics.