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In 1988, on Stephen King's retirement JWT published 'The King Papers' a small collection of Stephen King's published writings spanning 1967-1985. They remain timelessly potentially valuable but are an almost unexploited gold mine. This book is comprised of a selection of 20-25 of Stephen King's most important articles, each one introduced by a known and respected practitioner who, in turn, describes the relevance of the particular original idea to the communications environment of today.

The worth of this material is that, although the context in which the original papers were written is different, the principles themselves are appropriate to marketing communications in today's more complex media environment.

The book will serve as a valuable reference book for today's practitioners, as well as a unique source of sophisticated, contemporary thinking.

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