



THE PROBLEM OF INDUSTRY

Marketing Thinking & The Erosion of Authentic Communication

Deconstructing Technocratic Manipulation, Credentialism, and Brand Preference in Modern Industry and Governance

Based on the Critical Theories of Dr. Neville Buch, Arif Jameel, Tom Fishburne & Jürgen Habermas

Marketing Thinking Distorts Real Value into Branded Aesthetics

The Techné Mindset

DENOETIZATION & CALCULATION

Reduces human beings to 'puny nodes' and data points. It pathologically prioritizes narrow operational efficiency and instrumental calculation over multi-textured lived experience.

The Lifestyle State

STYLE OVER SERVICE

Institutional legitimacy uncouples from functional service adequacy (e.g. healthcare or literacy) and attaches to curated, aesthetic brand presentation.

Calculative Ideology

CREDENTIAL MONOPOLIES

The credential system acts as a calculative ideology that monopolizes 'property in positions' for elite networks, rewarding formal titles over genuine problem-solving competence.

Tom Fishburne's Paradox: Satirizing MarTech while Promoting Authentic Work

The MarTech 'Tower of Babel'

- **15,384+ MarTech Solutions:** The marketing technology landscape has exploded into an unreadable pixelated map, prioritizing tools over actual strategy.
- **Average Tech Stack Bloat:** The average business manages 275 separate software tools, 84% of which bypass traditional IT oversight.
- **Resource Misallocation:** Over 22.4% of marketing budgets are spent on software stacks that fail to communicate with one another.

Principles of Fair Promotion

- **Humor & Self-Reflection:** Fishburne uses Marketoontist cartoons to poke fun at corporate absurdities, enabling teams to 'laugh at ourselves to do best work'.
- **Transparent Value Offerings:** Replaces manipulative tactics (artificial urgency, hype) with clear, voluntary, and open creative services.
- **Proof of Concept:** Demonstrates that an entrepreneur can successfully market products without absorbing the toxic, obsessive assumptions of marketing thinking.

Strategic Manipulation vs. Communicative Action: A Contrast of Paradigms

Dimension	Marketing Thinking (Pathology)	Fair Promotion (Ethical Ascent)
Primary Orientation	Strategic Action: Aimed at manipulating behavior, capturing market share, and maximizing 'Political Profit'.	Communicative Action: Aimed at reaching mutual understanding (Verständigung) and filling genuine human needs.
Epistemic Basis	Potted Thinking & Deception: Relies on compressed slogans, brand PR, and 'technologies of rhetorical defence'.	Reciprocal Validity Claims: Explicitly raises and redeems claims of Truth, Sincerity, and Normative Rightness.
View of the Person	An Object / Consumer: Treats the individual as a 'puny human node' or a passive target to be harvested.	An Active Author: Respects the user/client as a proactive evaluating-willing being with full capacity for judgment.
Procedural Core	Coldness of Calculation: Legitimacy uncoupled from real service; driven by automated performance metrics.	Panser (Thinking as Caring): Grounded in historical consciousness, transparent delivery, and procedural kindness.

Political Marketing Thinking Renders Intelligent Contracting Near-Impossible

1

Credential Inflation

CALCULATIVE MERITOCRACY

Degrees and formal titles function as a 'patent of education' to monopolize 'property in positions'. This hides actual economic stratification while producing workers who are 'well-schooled but poorly educated'.

2

Displacement of Skill

BRAND EQUITY OVER COMPETENCE

Public contracts are awarded to firms that master 'aesthetic presentation' and corporate PR buzzwords rather than those offering substantive expertise, leading to backlogs and functional service failures.

3

Institutional Gatekeeping

SUPPRESSION OF CRITICAL THOUGHT

Independent analysis and reflective critique are excluded as threats to brand stability. Organizations suffer 'Historical Forgetfulness', causing an 'immense regression' toward absolute non-knowledge.

Restoring Human Authorship through the Contributory Economy

PHASE 1

Apply the POLICE Model

CRAP DETECTING & SELF-CRITIQUE

Utilize Philosophically Ontology Logic Intersect Compatibility Education to 'police one's own thoughts', systematically filtering out institutional bullshit, manufactured myths, and brand slogans.

PHASE 2

Re-Anchor in Panser

THINKING AS CARING

Reinvent thinking (penser) as caring (panser). Combine rigorous analytical inquiry with procedural kindness to protect the particularity of human beings from the coldness of pure calculation.

PHASE 3

Reclaim Contributory Future

SENIOR SOCIAL ACCOUNTABILITY

Facilitate a developmental ascent from a 'Junior' mindset of unreflective execution to a 'Senior' state of social accountability, ensuring the 'Who' remains the active master of the 'What'.