

Helping him break through this barrier of debilitating resistance was Charles Lippincott, then Vice President of Advertising, Publicity, Promotion and Merchandising for the Star Wars corporation, whose task it was to build an awareness for the film prior to its release. "The reason I had this long title at the time is that nobody in the music business really used marketing as a term to incorporate advertising. They still talked about departments with all three titles," reflects Lippincott. "I really conceived marketing as a different way of handling science fiction. In a sense, it was like pre-advertising." Remember, these were the days before the Internet made "pre-advertising" the norm. In the early '70s, Lippincott noted with fascination the growing interest in science fiction and comic book conventions, as well as the proliferation of genre-centric stores which indicated that SOMETHING was happening. "My thinking," he says, "was that we should sell to the science fiction

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