

NOVEMBER 22, 2023

## OPINION

### Marketing Gone Bad

*By Harvey Silverman Contributor, Golf Business | Silverback Golf Marketing*

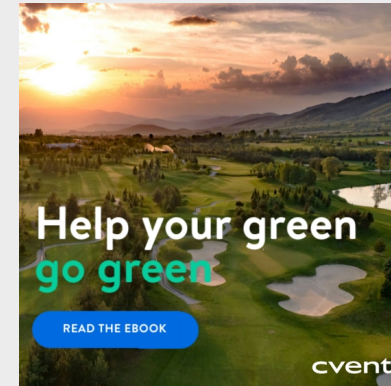
Thoughtless? Heartless? Mindless? Just plain stupid? All of those words came to mind (and a few others not allowed in this publication) when I pulled out from my mailbox the junk piece seen [here](#). Now, that's a pleasant image of a loving couple holding one another as they gaze upon the ocean waves. It made me pull up Bobby Darin's "Beyond the Sea" on my phone. I'm sure they weren't thinking about cremation at the moment. They seem fit, healthy, and happy unless they're bemoaning the loss of their boat that just sunk offshore...

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