

Marketing Pamphlet (metaphorical use)

A **marketing pamphlet**, in academic critique, refers to:

A scientific article, review, or presentation that **prioritizes promotion over substance**, often **highlighting benefits, tools, or techniques** without offering critical analysis, balanced discussion, or clinical outcome data.

In Neurosurgery

The term is used pejoratively to describe:

- Articles that read like **advertisements for surgical gadgets**
- Reviews that celebrate innovation but **omit complications**
- Texts saturated with **buzzwords** (e.g., precision, minimal invasiveness, state-of-the-art)
- Content with **visual appeal** but **no patient-centered metrics**

“The article claims to be a review, but it’s just a marketing pamphlet for tubular retractors and exoscopes.”

Typical Features

- Excessive focus on **technology or technique**
- No mention of **risks, limitations, or when not to use it**
- No comparison with **alternative treatments**
- **Selective references** to support an already-decided narrative

Why It Matters

Marketing disguised as science **erodes trust, misguides training**, and can **promote harmful overuse** of interventions not justified by evidence.

Synonyms (in this context): surgical brochure, tech showcase, innovation propaganda.

Opposite: Critical review, evidence-based guideline.

From:

<https://neurosurgerywiki.com/wiki/> - Neurosurgery Wiki

Permanent link:

https://neurosurgerywiki.com/wiki/doku.php?id=marketing_pamphlet

Last update: **2025/06/16 10:13**

