

The Real Mad Men of Madison Avenue Reveal Their Best 460 Advertising Secrets! Today, people are being bombarded with advertising wherever they are. These days, its harder than ever to get their attention and get them to take action. But, believe it or not, things are a lot better now than they used to be... Fifty years ago, many of the aspects of advertising we take for granted today, such as online demographic research and high-tech graphic design, didnt exist. Every aspect of advertising was a lot more work. And testing ads like we do today was impossible. Tracking the effectiveness of a campaign was done by hand...if it could be done at all. Because of this, it was a time when... Advertising Had to Work...the First Time! The new technology we have in this industry is great, but weve been spoiled...and its caused us to get lazy. Weve forgotten the fundamentals and lessons learned by the men and women who came before us...and were leaving money on the table because of it. This book is your key to stop being distracted by technology and start getting back to the time-tested advertising methods that work. Within this book, youll learn: - The Most Important Factor in a Successful Sales Promotion (Miss this and youll lose money on your campaign!) - How to Activate Curiosity in Prospects...So They Cant Say No to Your Offer! - Why Good Taste Always Increases Sales - How to Use the Dynamic Catalyst of Advertising to Outsell Your Competition (Even in a Competitive Market!) - How to Quickly and Thoroughly Understand a Buyers Problem...and Give Them The Best Solution! - How Changing Your Advertising from Safe to Seductive Will Increase Sales! This book covers everything you need to know about the business of advertising with 460 secrets given by 23 advertising veterans who have seen it all and know what gets people to buy. The information within this book will help you succeed in advertising, regardless of what youre selling (or the economy youll selling in). If you want to make your mark in the world of advertising, get this book!

Recuperar la Nacion (Spanish Edition), Our Baby Myles, The Story of Myless First Year and Fabulous Firsts: A Keepsake Baby Journal (Our Baby Boy / Memory Book), Lizard Tooth: The Adventure of Iguanodon (Dinosaur World), Person-Centered Leadership: An American Approach to Participatory Management, Bindung des Zivilrichters an strafrechtliche Erkenntnisse: Übersicht über Judikatur und Lehre (German Edition), Bloody Iced Bullet: Stalingrad I (Bloodied Wehrmacht Book 1), Communities, Development, and Sustainability Across Canada (Sustainability and the Environment), Prescription for Healing: 365 Daily Devotions, The Adoption: Whose You Are = Who You Are, The Cramp Twins,

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