

If you are interested in marketing and advertising you simply must read this book! 50 proven insights into the psychology of creative marketing and advertising learned from a career in the coin laundry industry that will magnify YOUR success in any business or industry. THE STEPHEN FACTOR consists of 50 wonderfully written fast moving articles authored by Stephen Bean (M.A. in Clinical Psychology and decades of practical business experience) originally published in his very popular monthly column entitled "The Business Mind" that appears in Planet Laundry Magazine, a very well respected international trade periodical within the commercial laundry industry. The entire focus of this thought provoking book is on very intriguing and immediately actionable (by you, no matter what industry you're in) uses of the Psychology Of Creative Marketing And advertising that truly garner results in today's significantly changed business world. His column is also enthusiastically read by many individuals within a diversity of industries and by approximately 19,000 monthly subscribers of Planet Laundry Magazine throughout the United States, Canada and various other parts of the world. The STEPHEN FACTOR will fill and amaze you with highly creative ideas that will enable you to approach and design your marketing, advertising and promotional programs in such a matter that will virtually eliminate the dreaded "Cost Of Being Wrong" experience for you.

Fridericus Berghius Partial Latin Translation of Lazarillo De Tormes and Its Relationship to the Early Lazarillo Translations in Germany, My Sister, My Brother: Life Together in Christ, The American Heritage Dictionary of the English Language, Yesterday We Were in America: Alcock and Brown - First to Fly the Atlantic Non-Stop, Conflict of Interest, Early Childhood Units for Music, Cycling Champion (Jake Maddox Sports Stories), Proofreading and copy-preparation;: A textbook for the graphic arts industry,

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