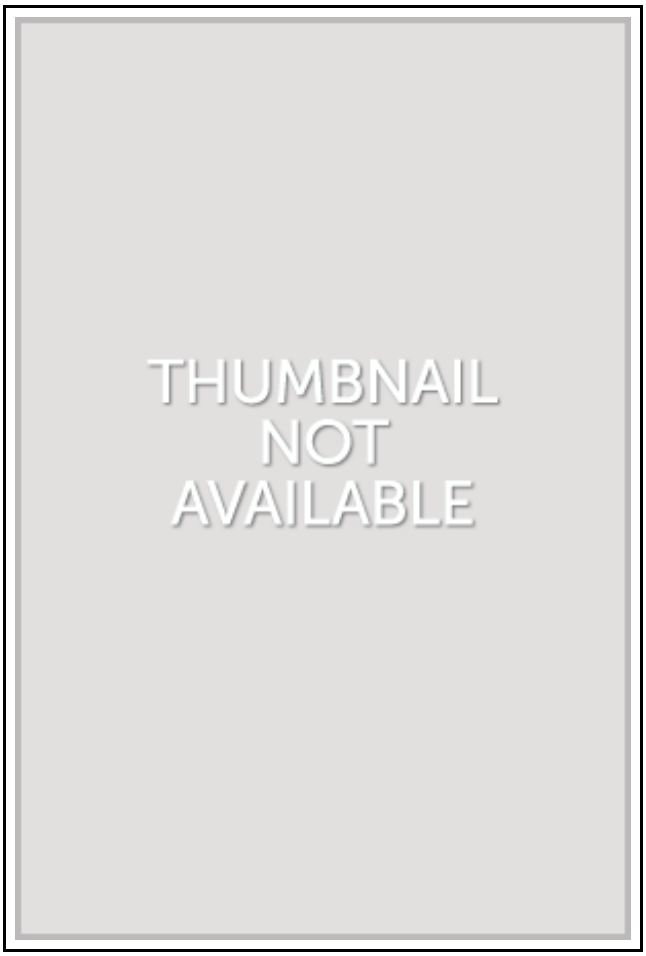
The Truth in Advertising: Produce Simple, Honest, Effective Advertising (Paperback)



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Reviews

Comprehensive information for book fans. It is one of the most amazing book i actually have read. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Yoshiko Okuneva)

THE TRUTH IN ADVERTISING: PRODUCE SIMPLE, HONEST, EFFECTIVE ADVERTISING (PAPERBACK)

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Outskirts Press, United States, 2009. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.THE TRUTH IN ADVERTISING is a mind-snapper! This book is for the individual who is not afraid to look at the truth about his business and his advertising, to have his mind snapped and to be willing to shift his thinking. The secret to effective advertising lies not in what you do, but in what you think - confirming the old Shaker maxim, If you take care of your thoughts your actions will take care of themselves. Once your thinking is based on the truth, then the simplicity and power of marketing and advertising will unfold. You will understand how to control and apply the truth to your advertising for greater effectiveness without investing more money, time or energy. Therefore, to change for the better our advertising results, we must change our thinking. Part I looks at many of today s misconceptions about advertising. These errors in thinking distort the truth about what advertising can and should be expected to accomplish. In Part II the author shares some personal insights and experiences that illustrate this off-base thinking. The new way of thinking is then plugged into these scenarios to see how advertising that was doomed is transformed into successful, effective advertising. New ways to think and new ways to produce effective marketing and advertising are simple, but not easy. That s because these new ways are unconventional and they tear through insidious armors like pride, tradition and fear. But if you are weary of wasting your money on advertising that doesn t work, and if you are at a place in your business where your marketing and advertising must work, then this little book is for you.

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