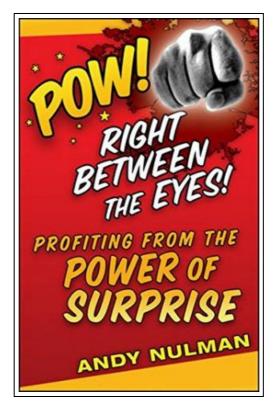
Pow! Right Between the Eyes: Profiting from the Power of Surprise (Hardback)



Filesize: 1.66 MB

Reviews

The publication is great and fantastic. It can be filled with knowledge and wisdom You wont truly feel monotony at at any moment of your time (that's what catalogues are for about if you ask me).

(Dr. Marcos Grimes III)

POW! RIGHT BETWEEN THE EYES: PROFITING FROM THE POWER OF SURPRISE (HARDBACK)



To get Pow! Right Between the Eyes: Profiting from the Power of Surprise (Hardback) PDF, make sure you access the web link listed below and download the ebook or have accessibility to additional information which are highly relevant to POW! RIGHT BETWEEN THE EYES: PROFITING FROM THE POWER OF SURPRISE (HARDBACK) book.

John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. 1. Auflage. 213 x 147 mm. Language: English . Brand New Book. Pow! Radical new methods for reaching jaded, cynical consumers Put simply, when it comes to your business, your new idea, even yourself, this book can be the difference between a Who cares? and a Holy cow! Business, both big and small, is in desperate need of new ways to inspire bored and cynical consumers who have grown weary of the same old song and dance. In today s information economy, it doesn t matter how many people you reach, but how much attention they pay. And the best way to get attention is with the powerful, but largely misunderstood, element of surprise. Pow! Enter Andy Nulman with the art of surprise marketing. An explosive new outlook, surprise marketing solidifies the bond between you and your customers like nothing else, and keeps them coming back for more by providing a continuous flow of what they never expected. Pow! Right Between the Eyes reveals the secrets, theories, and tactics of surprise marketing, and wields outrageous real-world examples (and even more outrageous tools like The Lubricant to Yes and Euphoric Shock) to help expand the boundaries of the extreme and create a bigger bang for bigger profits. On his quest to unlock the secret of why some things knock your socks off and others put you to sleep, Nulman shares insights from director Alfred Hitchcock, designer Philippe Starck, playwright David Mamet, Family Guy creator Seth McFarlane, Harvard psychologists, songwriters, bloggers, and even the inventor of Pirate Booty snack chips. And he shows how today s smartest companies are winning big with surprises stories like: * How Oprah s shocking announcement that Everybody gets a car! sent her Web...



Read Pow! Right Between the Eyes: Profiting from the Power of Surprise (Hardback) Online Download PDF Pow! Right Between the Eyes: Profiting from the Power of Surprise (Hardback)

Related PDFs



[PDF] Funny Poem Book For Kids - Cat Dog Humor Books Unicorn Humor Just Really Big Jerks Series - 3 in 1 Compilation Of Volume 1 2 3

Follow the hyperlink beneath to download "Funny Poem Book For Kids - Cat Dog Humor Books Unicorn Humor Just Really Big Jerks Series - 3 in 1 Compilation Of Volume 1 2 3" document.

Read ePub »



[PDF] Weebies Family Halloween Night English Language: English Language British Full Colour

Follow the hyperlink beneath to download "Weebies Family Halloween Night English Language: English Language British Full Colour" document.

Read ePub »



[PDF] Santa's Big Adventure: Christmas Stories, Christmas Jokes, Games, Activities, and a Christmas Coloring Book!

Follow the hyperlink beneath to download "Santa's Big Adventure: Christmas Stories, Christmas Jokes, Games, Activities, and a Christmas Coloring Book!" document.

Read ePub »



[PDF] Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

Follow the hyperlink beneath to download "Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)" document.

Read ePub »



[PDF] Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)

Follow the hyperlink beneath to download "Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)" document.

Read ePub »



[PDF] Dom's Dragon - Read it Yourself with Ladybird: Level 2

Follow the hyperlink beneath to download "Dom's Dragon - Read it Yourself with Ladybird: Level 2" document.

Read ePub »