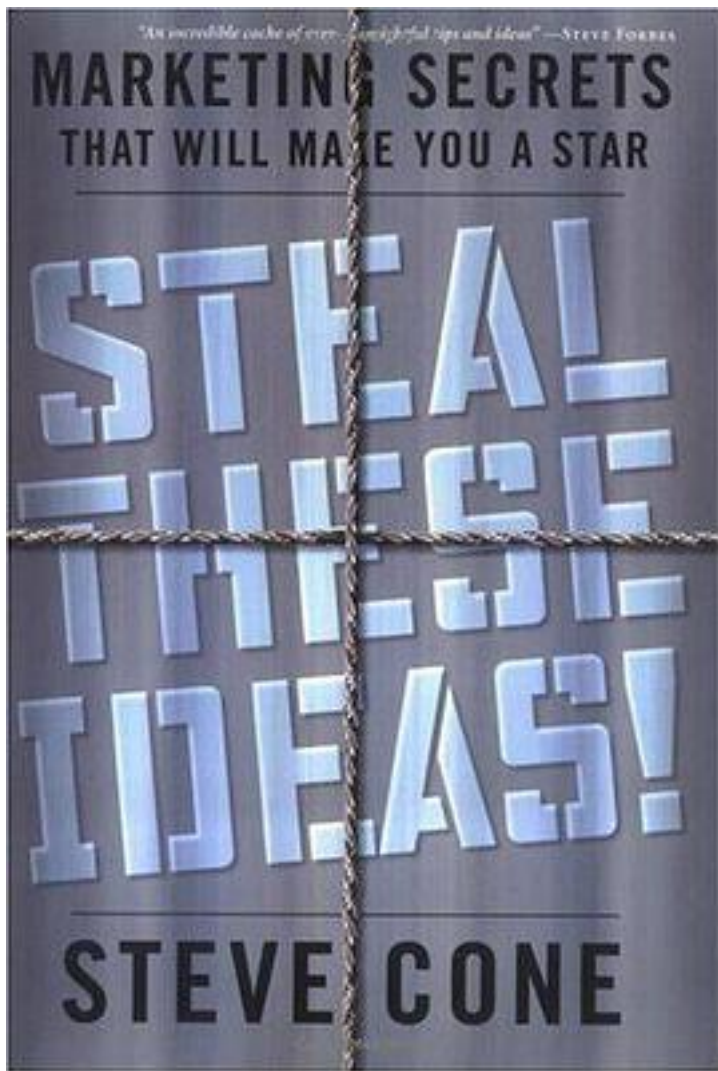


Steal These Ideas!



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Working with and at leading companies including American Express, Espilon, Apple, Fidelity, and Citigroup - with notable political and not-for-profit campaigns along the way - Steve Cone has the hard-earned and high-level experience that translates into valuable, tested insights on what really works in marketing. With the candor and freshness you'd expect from a close and (very) experienced friend, he delivers hundreds of insights in a quick, no-nonsense, and witty manner on all facets of marketing and advertising that will be of real value to businesses and organizations of all sizes and to anyone who has chosen marketing as a profession. A cover story on Cone in Ad Age's POINT magazine by Lawrence A. Armour called him "one of the acknowledged big guns in the mass-marketing business." And Faith Popcorn, bestselling author and Founder and CEO of Faith Popcorn's BrainReserve says, "With this book, Steve Cone provides a clear and no-nonsense guide for getting it done now."

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