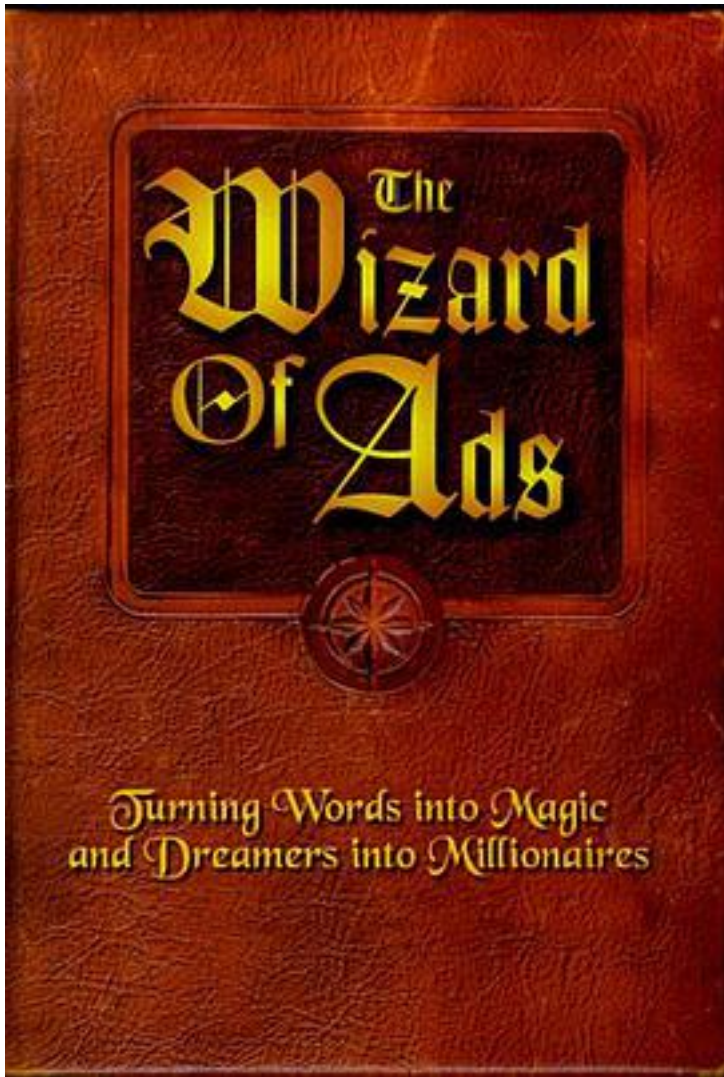


Wizard of Ads



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著者:Williams, R.H.

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Forget Madison Avenue! Learn the unvarnished truth about what works, what doesn't and why from the most fascinating storyteller since Paul Harvey. Full of provocative ideas and soaring inspiration, this book is like a bag of potato chips. Short, compelling information-packed chapters make it impossible to read just one.

- Which kind of ads work the best
- World's best traffic builder
- The 12 causes of advertising failure
- Why the right word is worth a thousand pictures
- Why you should never worry about reaching the "right person"
- How to measure success Anyone involved in marketing, sales, and customer service will find it an invaluable guide.

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