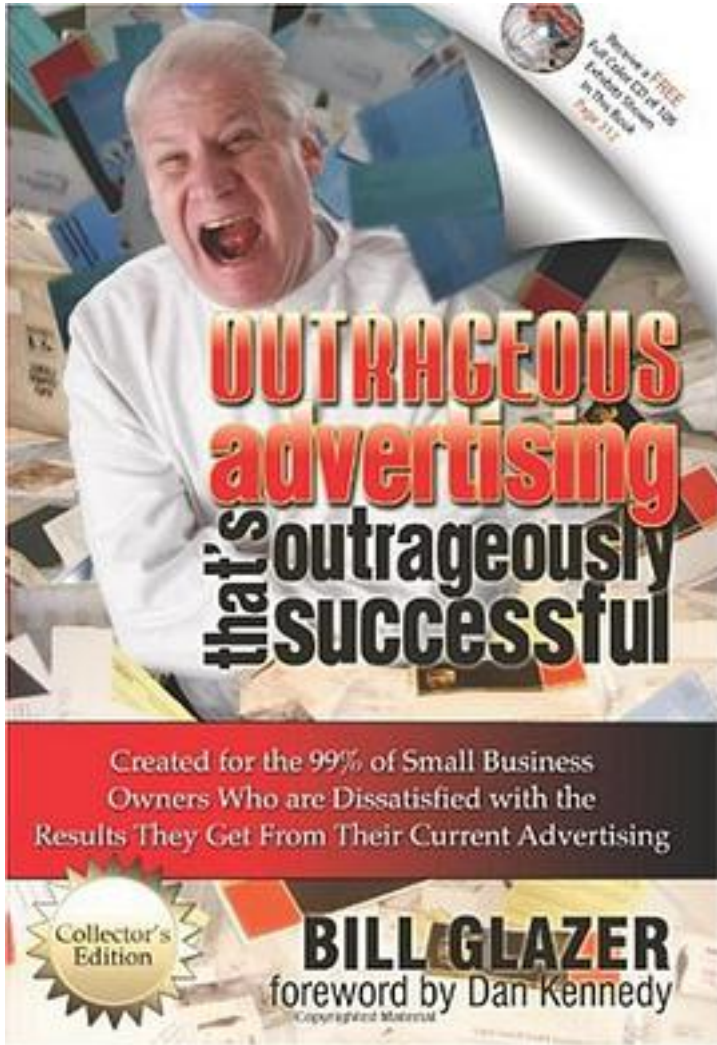


Outrageous Advertising That's Outrageously Successful



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When a sprinkler malfunctioned at a Baltimore menswear store, three inches of water sat on the floor and much of the merchandise was wet. The owner, the author of this book, could have done the normal thing and sell the wet merchandise to a Jobber--a business that buys damaged goods in bulk for cheap. Instead, he did the OUTRAGEOUS thing--he advertised in a very OUTRAGEOUS way which resulted in receiving much more than he would have received from the Jobber. It was easy. Here is an OUTRAGEOUS idea--it's easy to make a lot of money from advertising. That's right, easy money This book, OUTRAGEOUS ADVERTISING THAT'S OUTRAGEOUSLY SUCCESSFUL, explains in certain terms how to advertise and make money. No more guesswork. That's OUTRAGEOUS by itself Lots of advertising programs claim to want to help you stand out. This one works. This is material you can use immediately. Presented by Advertising Guru Bill Glazer, who has spent years teaching this at seminars, implementing it in the trenches in his own Baltimore menswear business, and providing it to dozens of clients in all industries, OUTRAGEOUS ADVERTISING THAT'S OUTRAGEOUSLY SUCCESSFUL gives you the secrets to succeeding with the most effective advertising of all--OUTRAGEOUS advertising. Rich with examples and stories showing exactly how to implement a successful OUTRAGEOUS program, this book cracks the code on getting a return on your advertising dollars--an OUTRAGEOUS return Glazer points out that the biggest advertising day of the year, the Super Bowl, became that way because people expect to see OUTRAGEOUS ads. OUTRAGEOUS ads get attention, and this book proves you can do it without the Super Bowl ad. OUTRAGEOUS ADVERTISING THAT'S OUTRAGEOUSLY SUCCESSFUL presents the clear fact that OUTRAGEOUS advertising works because of its ability to get you noticed, and then it offers you specific OUTRAGEOUS marketing principals, and finishes by taking you into the OUTRAGEOUS idea factory. This book is graphically rich with examples from Glazer's years in the trenches doing exactly this kind of advertising for his Baltimore menswear store, Gage Menswear, as well as examples from many other industries. It includes resources cited throughout the text for you TO find more information or access to promotional materials. This is not a book about theory or generic branding. This is simply about creating OUTRAGEOUS results with OUTRAGEOUS ADVERTISING THAT'S OUTRAGEOUSLY EFFECTIVE. It's easy if you know how

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