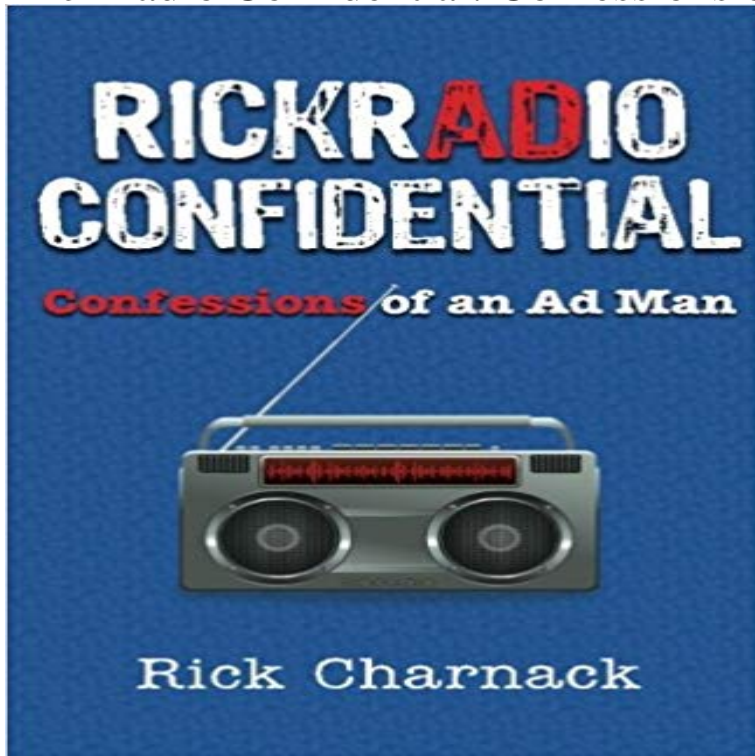


RickRadio Confidential: Confessions of an Ad Man



While most listen to radio for its music and personalities, there exists a critical business element: advertising. Radio stations employ salespersons to contact local businesses, where they sometime go to extremes to sell ads on their station. As I climbed the ladder of success in the face-paced, cut throat world of radio sales, I encountered and participated in my share of questionable entertainment, which included outlandish clients, drug abuse and shady characters. This provocative behind-the-scenes look at the sordid underbelly of radio advertising offers a titillating perspective never revealed before. Youll howl as you read about how I made a living during my adventures in the South Florida radio biz!

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