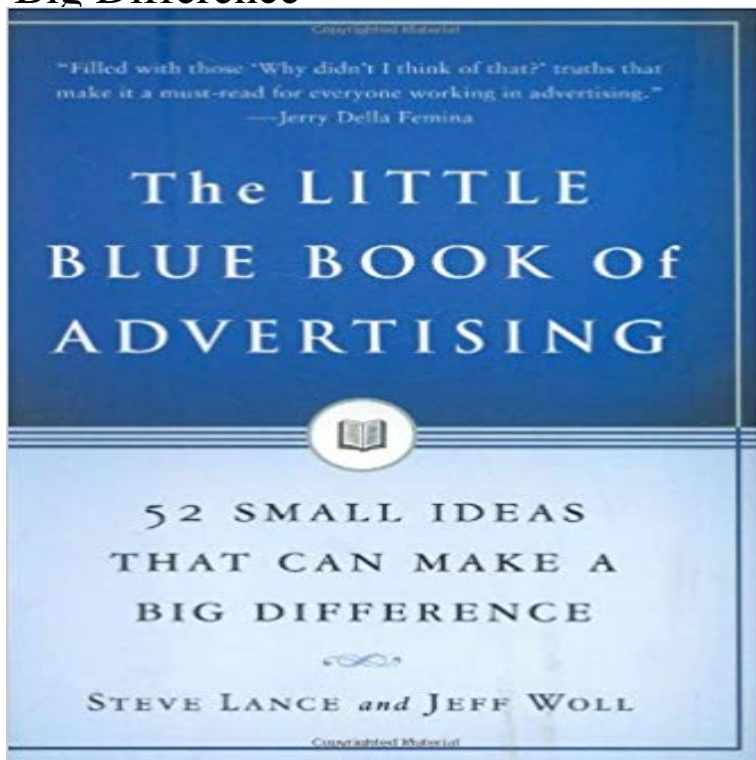


The Little Blue Book of Advertising: 52 Small Ideas That Can Make a Big Difference



These days, the fundamentals of advertising that truly build great brands are often overlooked. But Steve Lance and Jeff Woll are leading a back-to-what-works movement with The Little Blue Book of Advertising. This is a short, fun-to-read, practical book designed to be read quickly and referred to again and again. Each of their fifty-two ideas relates to day-to-day problems with real examples, then provides an innovative, sometimes blunt solution. For instance: #3 Read what your customer reads, watch what she watches #10 Quality is the absence of nonquality signals #15 Sell the benefit, the advantage, and the feature in that order #19 Get the no-bodies out of your approval process #41 Know when and how to scream sale Just as Jeffrey Gitomer's hugely successful The Little Red Book of Selling became the gotta-have resource for salespeople, Steve Lance and Jeff Woll have written the perfect handbook for what does and doesn't work in today's advertising world.

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