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Making Them Believe: How One of America's Legendary Rogues Marketed The Goat Testicles Solution and Made Millions

By Dan S Kennedy, Chip Kessler

Glazer Kennedy Publishing, United States, 2010. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.DR. JOHN BRINKLEY was, at one time, the wealthiest doctor of his time, undeniably the most Barnum-esque promoter in medicine in his time, vilified and prosecuted as a quack, praised as saint by the amazing number of men who flocked to him for his fountain of youth ---and by their wives. This book delves deeply into his TWENTY-ONE MARKETING PRINCIPLES, to provide a blueprint for adventurous advertising, marketing, promotion and personal promotion that can install a fountain of profits in just about any business! IF YOU D LIKE TO---AND WOULD PROFIT FROM---making yourself or your business famous and magnetically attractive, locally or globally, this in-depth analysis of The Lost Secrets behind this amazing success story are for you! IN THIS BOOK---DISCOVER. * Dynamic pathways to Maximum AUTHORITY---so that you are sought out and your prescriptions accepted without question! * Two kinds of CLARITY essential for marketing success---missing from most businesses * THE question to ask yourself, that, when answered, dramatically multiplies the power of advertising and elevates you above all competition * The 3-Step Brinkley Blueprint...



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