

Powerlines: Words that Sell Brands, Grip Fans, & Sometimes Change History



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Reviews


Absolutely essential go through publication. Yes, it really is engage in, nevertheless an amazing and interesting literature. Its been developed in an exceptionally straightforward way and it is simply following i finished reading this publication through which actually changed me, change the way i really believe.


(Vergie Hyatt)

POWERLINES: WORDS THAT SELL BRANDS, GRIP FANS, & SOMETIMES CHANGE HISTORY



Viva Books, 2009. Softcover. Book Condition: New. First edition. Powerlines, the exceptional slogans that people remember long after the campaign ends, stand out from the barrage of marketing messages consumers face each day. A product, service, company, candidate, or an organization with a powerline outshines the competition every time. Steve Cone, author of *Steal These Ideas!*, reveals the secrets to contemporary marketing's biggest mystery: how to conjure the phrase that will make a product irresistible and memorable. This book restores the lost art of creating killer slogans to its proper place: front and center in every campaign. Drawing on examples of great and not-so-great lines from marketing, politics, and popular culture, Cone provides an irreverent, intelligent, and insightful primer on a singularly important aspect of brand building. Contents: Part One ? Powerlines: Getting the Right Few Words to Every Nook and Cranny on the Planet ? Powerlines Defined: Factors Distinguishing Powerlines from 99 Percent of All Written and Spoken Language ? Powerlines Take to the Air: Radio, Television, and Powerlines: A Match Made in Heaven ? Part Two ? The Powerline Perspective: Countries, Candidates, Cultures, and Companies Rise or Fall on Powerful Lines, Mottos, and Sayings ? Uncle Sam Wants You, Your Mind, and Your Money: How Governments Win Hearts, Minds, and Paychecks ? You Can't Put the Toothpaste Back in the Tube: Why the Candidate with the Best Slogan Wins the Race ? Shots Heard Round the World: How Eloquent Speakers and Writers Make Us Think and Rethink ? There Is Nothing Wrong with Your Television Set: How Writers and Marketers Keep All Eyes Glued to the Screen ? Part Three ? Put a Powerline in Your Tank: Putting Powerlines to Work in a Marketing Campaign ? When It Rains It Pours: Getting the Brand Promise Through?Whether Customers Want...

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