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Outrageous Advertising That's Outrageously Successful: Created for the 99% of Small Business Owners Who Are Dissatisfied with the Results They Get (Hardback)

By Bill Glazer

Morgan James Publishing, United States, 2009. Hardback. Condition: New. Language: English.

Brand new Book. 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...



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Reviews

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