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The Truth in Advertising: Produce Simple, Honest, Effective Advertising

By Leigh Crane-Freeman

Outskirts Press, United States, 2009. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.THE TRUTH IN ADVERTISING is a mind-snapper! This book is for the individual who is not afraid to look at the truth about his business and his advertising, to have his mind snapped and to be willing to shift his thinking. The secret to effective advertising lies not in what you do, but in what you think - confirming the old Shaker maxim, If you take care of your thoughts your actions will take care of themselves. Once your thinking is based on the truth, then the simplicity and power of marketing and advertising will unfold. You will understand how to control and apply the truth to your advertising for greater effectiveness without investing more money, time or energy. Therefore, to change for the better our advertising results, we must change our thinking. Part I looks at many of today's misconceptions about advertising. These errors in thinking distort the truth about what advertising can and should be expected to accomplish. In Part II the author shares some personal insights and experiences that illustrate this off-base thinking....



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