

## What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds

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Author of **Freakonomics**

# What Sticks

WHY MOST ADVERTISING FAILS AND  
HOW TO GUARANTEE YOURS SUCCEEDS

Rex Briggs and Greg Stuart  
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### Book Review

Certainly, this is actually the finest job by any author. It really is basic but surprises within the 50 % from the pdf. You will like how the writer publish this publication.

(Ms. Jaclyn Schamberger)

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