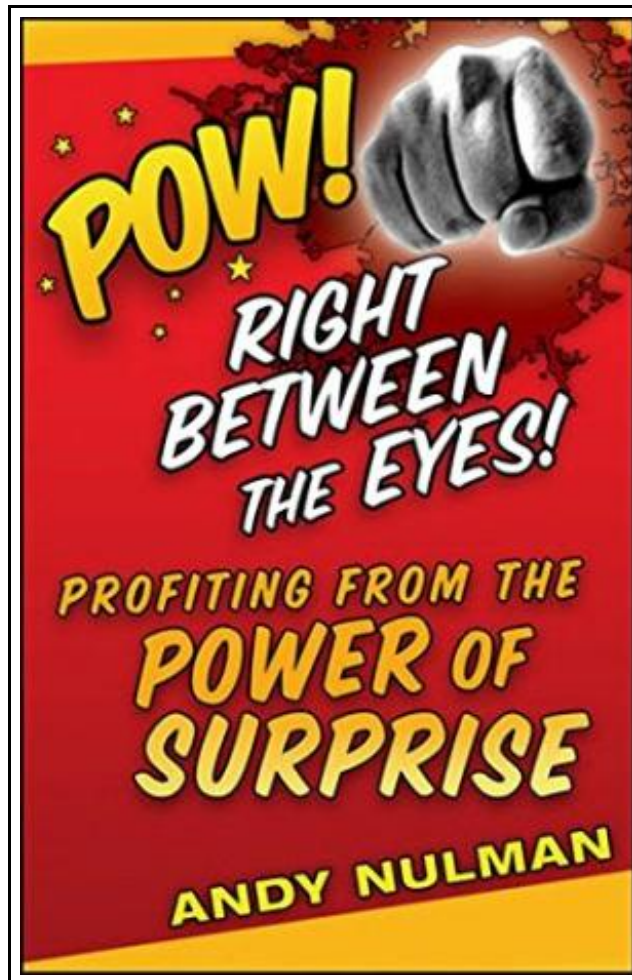


Pow! Right Between the Eyes: Profiting from the Power of Surprise (Hardback)



Filesize: 3.42 MB

Reviews


If you need to adding benefit, a must buy book. It really is writter in straightforward words and phrases rather than difficult to understand. Your life period is going to be change the instant you total reading this ebook.

(Letha Okuneva)

POW! RIGHT BETWEEN THE EYES: PROFITING FROM THE POWER OF SURPRISE (HARDBACK)



John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. 1. Auflage. 213 x 147 mm. Language: English . Brand New Book. Pow! Radical new methods for reaching jaded, cynical consumers Put simply, when it comes to your business, your new idea, even yourself, this book can be the difference between a Who cares? and a Holy cow! Business, both big and small, is in desperate need of new ways to inspire bored and cynical consumers who have grown weary of the same old song and dance. In today s information economy, it doesn t matter how many people you reach, but how much attention they pay. And the best way to get attention is with the powerful, but largely misunderstood, element of surprise. Pow! Enter Andy Nulman with the art of surprise marketing. An explosive new outlook, surprise marketing solidifies the bond between you and your customers like nothing else, and keeps them coming back for more by providing a continuous flow of what they never expected. Pow! Right Between the Eyes reveals the secrets, theories, and tactics of surprise marketing, and wields outrageous real-world examples (and even more outrageous tools like The Lubricant to Yes and Euphoric Shock) to help expand the boundaries of the extreme and create a bigger bang for bigger profits. On his quest to unlock the secret of why some things knock your socks off and others put you to sleep, Nulman shares insights from director Alfred Hitchcock, designer Philippe Starck, playwright David Mamet, Family Guy creator Seth McFarlane, Harvard psychologists, songwriters, bloggers, and even the inventor of Pirate Booty snack chips. And he shows how today s smartest companies are winning big with surprises stories like: * How Oprah s shocking announcement that Everybody gets a car! sent her Web...

 [Read Pow! Right Between the Eyes: Profiting from the Power of Surprise \(Hardback\) Online](#)

 [Download PDF Pow! Right Between the Eyes: Profiting from the Power of Surprise \(Hardback\)](#)

Relevant Kindle Books



Readers Clubhouse B Just the Right Home (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Marilee HarraId-Pilz (illustrator). 224 x 147 mm. Language: English . Brand New Book. This is volume seven, Reading Level 2, in a comprehensive program...

[Read PDF »](#)



Readers Clubhouse Set B Joe Boat (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Kristin Barr (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume four, Reading Level 2, in a comprehensive program...

[Read PDF »](#)



Readers Clubhouse Set a Nick is Sick (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Carol Koeller (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume three, Reading Level 1, in a comprehensive program...

[Read PDF »](#)



Readers Clubhouse Set B Lukes Mule (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Shawn Costello (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume five, Reading Level 2, in a comprehensive program...

[Read PDF »](#)



Readers Clubhouse B People on My Street (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. 221 x 147 mm. Language: English . Brand New Book. This is volume two, Reading Level 2, in a comprehensive program (Reading Levels 1...

[Read PDF »](#)



The Three Little Pigs - Read it Yourself with Ladybird: Level 2 (Paperback)

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 222 x 150 mm. Language: English . Brand New Book. In this classic fairy tale, the three little pigs leave home and build their own

[Read eBook »](#)



Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their

[Read eBook »](#)



Finding the Titanic (Paperback)

Scholastic US, United States, 1999. Paperback. Book Condition: New. Ken Marschall (illustrator). 224 x 147 mm. Language: English . Brand New Book. With inspiring and educational stories, Scholastic s Hello Reader series caters to the

[Read eBook »](#)



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures) (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and

[Read eBook »](#)



Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.The Children s Handwriting Book of Alphabets and Numbers provides extensive focus on

[Read eBook »](#)