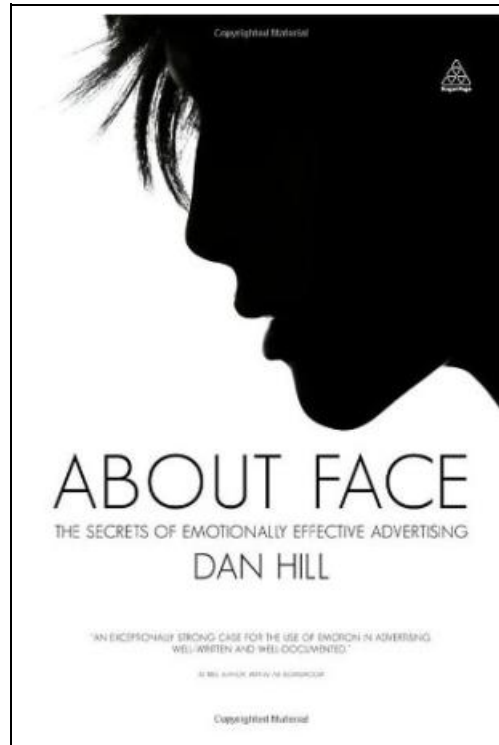


About Face: The Secrets of Emotionally Effective Advertising



Filesize: 3.49 MB

Reviews

Very helpful to all of group of men and women. It can be written in easy terms instead of confusing. You will like how the writer writes this book.

(Dr. Daren Mitchell PhD)

ABOUT FACE: THE SECRETS OF EMOTIONALLY EFFECTIVE ADVERTISING

DOWNLOAD



Kogan Page. Hardcover. Book Condition: New. Hardcover. 212 pages. Once advertising was all about being on-message and getting talking points right. But breakthroughs in brain science have confirmed what we all know but dont often admit to in business: people are primarily emotional decision-makers. About Face shows how 21st-century advertising can realize success by being on-emotion first and foremost. Using data from eye-tracking and facial coding to analyze consumer responses, it demonstrates exactly which advertising strategies are successful and why. Moving beyond the old Ps of product, place, and promotion, Dan Hill outlines ten rules for emotionally effective advertising, including: Keep it simple Make it relevant Be memorable Focus on faces Always sell hope Dont lead with price Emotions rule decision making. About Face shows that by focusing on the three new Ps of passion, purpose, and personality, ad campaigns can become more effective and emotionally engaging, taking brands closers to the customer. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



[Read About Face: The Secrets of Emotionally Effective Advertising Online](#)

[Download PDF About Face: The Secrets of Emotionally Effective Advertising](#)

Other eBooks



DK Readers Invaders From Outer Space Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.9in. x 5.9in. x 0.1in.Are aliens from other planets visiting Earth Read these amazing stories of alien encounters -- and make up your own mind!...

[Save](#) [ePub](#)

»



Absolutely Lucy #4 Lucy on the Ball A Stepping Stone Book™

Random House Books for Young Readers. Paperback. Book Condition: New. David Merrell (illustrator). Paperback. 112 pages. Dimensions: 7.4in. x 5.1in. x 0.4in. Ilene Coopers fourth story of a boy and his beagle takes Bobby and Lucy...

[Save](#) [ePub](#)

»



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who...

[Save](#) [ePub](#)

»



Molly on the Shore, BFMS 1 Study score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English...

[Save](#) [ePub](#)

»



DK Readers Disasters at Sea Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in.From fog, ice, and rocks to cannon fire and torpedo attacks--read the story of five doomed sea voyages and the fate...

[Save](#) [ePub](#)

»