



Get Noticed: A How-to Guide to Spectacular Advertising (Paperback)

By Jamie Hardie

Trafford Publishing, Canada, 2006. Paperback. Book Condition: New. 229 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****.Finally! I gave in! I've been getting emails, letters, phone calls and personal requests from colleagues, clients and friends, asking me to put together an Advertising Cheat Sheet for getting noticed, getting read, and the How-To's of developing an identity that is powerful and effective. So ? I started making notes and writing down my thoughts, and before you know it ? this little book was born! Get Noticed is a treasure-trove of quick and effective, tried and tested ideas, techniques and guidelines that YOU can use in your advertising and promotional efforts. If you re interested in selling your product or service, you ve come to the right place. Have you ever wondered? ? How can I get a great Ad without spending a fortune in advertising? ? Do I really stand out among the competition? ? What can I do to get my phone ringing off the hook? Inside Get Noticed you ll get all the strategic thinking, design and copy tips that will catapult the effectiveness of your advertising. Included in this book: ? The...



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