

How Showmanship Sells

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love it or hate it advertising remains a key component in acquiring customers and nurturing brand engagement distilling the wisdom of the world s greatest advertisers direct marketing expert craig simpson delivers an education on how to create best in class direct marketing and advertising copy that creates brand awareness sells products and keeps customers engaged he takes readers through basic principles and time tested methods of creating effective ad copy that increases profits dissecting the principles of legendary marketers like robert collier claude hopkins john caples and david ogilvy the reader will find applications to modern digital marketing direct marketing and inspiration for headline writing and beyond

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in its 114th year billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends

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during the golden age of radio from roughly the late 1920s until the late 1940s advertising agencies were arguably the most important sources of radio entertainment most nationally broadcast programs on network radio were created produced written and or managed by advertising agencies for example j walter thompson produced kraft music hall for kraft benton bowles oversaw show boat for maxwell house coffee and young rubicam managed town hall tonight with comedian fred allen for bristol myers yet this fact has disappeared from popular memory and receives little attention from media scholars and historians by repositioning the advertising industry as a central agent in the development of broadcasting author cynthia b meyers challenges conventional views about the role of advertising in culture the integration of media industries and the role of commercialism in broadcasting history based largely on archival materials a word from our sponsor mines agency records from the j walter thompson papers at duke university which include staff meeting transcriptions memos and account histories agency records of bbdo benton bowles young rubicam and n w ayer contemporaneous trade publications and the voluminous correspondence between nbc and agency executives in the nbc records at the wisconsin historical society mediating between audiences desire for entertainment and advertisers desire for sales admen combined showmanship with salesmanship to produce a uniquely american form of commercial culture in recounting the history of this form meyers enriches and corrects our understanding not only of broadcasting history but also of advertising history business history and american cultural history from the 1920s to the 1940s

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this book will arm you with a solid understanding of what professional selling entails it will explain the various selling environments the way sales teams are organized and provide an explanation of what it takes to succeed would a doctor begin operating on a patient without an understanding of the circulatory system digestive system or other important definitions of human anatomy absolutely not just as every profession provides an explanation of what it takes to succeed while providing a common language of understanding so too should every new salesperson understand what selling is before you begin to learn how to sell the authors provide a conversational real world explanation of what selling is while sharing important insights one what helped them succeed as top performing sales representatives at hewlett packard and dun bradstreet and various other selling environments

at the turn of the twentieth century an emerging consumer culture in the united states promoted constant spending to meet material needs and develop social identity and self cultivation in sold american charles f mcgovern examines the key players active in shaping this cultural evolution advertisers and consumer advocates mcgovern argues that even though these two professional groups invented radically different models for proper spending both groups propagated mass consumption as a specifically american social practice and an important element of nationality and citizenship advertisers mcgovern shows used nationalist ideals icons and political language to define consumption as the foundation of the pursuit of happiness consumer advocates on the other hand viewed the market with a republican inspired skepticism and fought commercial incursions on consumer independence the result says mcgovern was a redefinition of the citizen as consumer the articulation of an american way of life in the depression and world war ii ratified consumer abundance as the basis of a distinct american culture and history

in today s tough economy cutting prices and providing good service aren t enough to be truly successful innovative businesspeople must learn the art of positively outrageous service pos doing the unexpected unexpectedly and giving the customer more than he or she could hope for pos put customer service guru t scott gross on the map in the early 1990s in this revised third edition he contemporizes his work by examining what s wrong in the service industry today and how to turn those negatives into pos in his signature slightly irreverent but always insightful style he shows managers at every level of the service industry how to build a customer base by following the four key principles of promotions have fun get people to your store get people involved with your product and do something good for others hire the right people and show them the fundamentals of pos energize and obtain the most creativity out of employees win over customers when mistakes happen no matter who is at fault pos is not just a way of doing business according to gross it s also a state of mind and the key to success in the twenty first century t scott gross is a consumer advocate whose client roster for consulting training and speaking reads like a who s who of the fortune 500 countless businesses including southwest airlines fedex mcdonald s sears and wal mart have asked him to motivate the troops at sales meetings and conferences worldwide allworth press an imprint of skyhorse publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more while we don t aspire to publish a new york times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive we often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

the spirit of hospitality takes readers on a journey of passion for purpose that empowers the missing ingredients of hospitality into a proven leadership style that works time has sped up to the point where technology has surpassed the last few thousand years by only a generation what happened to kindness humility and the human touch vs having our face buried into a laptop or iphone a life dedicated to excellence does not come by chance or with age but by choice and commitment larry stuart strives to give the spirit of hospitality to others who are called to a life of prosperity and significance he provides the tools attributes and real life examples of what works when it comes to serving up a memorable guest service delivery and describes the necessary ingredients of hospitality there is hope only if individuals bring back the missing ingredients of kindness humility integrity encouragement generosity team and accountability only then is the spirit of hospitality empowered to provide the right leadership approach in building relationships to a new level of expectation and allows those who embrace that spirit to accomplish whatever they strive to achieve

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