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Here is an updated version of the \$domain website which many of our East European book trade customers have been using for some time now, more or less regularly. We have just introduced certain upgrades and changes which should be interesting for you. Please remember that our website does not replace publisher websites, there would

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be no point in duplicating the information. Our idea is to present you with tools that might be useful in your work with individual, institutional and corporate customers. Many of the features have been introduced at specific requests from some of you. Others are still at preparatory stage and will be implemented soon.

Ca Hvertising How To Use

Prepare yourself for a unique learning experience as author Drew Eric Whitman takes you on a wild, roller-coaster ride through the streets of New York's famed Madison Avenue and teaches you the specific psychological techniques that today's top copywriters and designers use to influence the masses... and how you can use them to rapidly increase your sales, no matter what you sell.

CA\$HVERTISING: How to Use More than 100 Secrets of Ad ...

His intensive AdPOWER! Clinic teaches business people how to use consumer

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psychology to boost the effectiveness of their ads, brochures, sales letters, Websites, and more. Whitman lives in Palm Desert, California. Visit the author's site for more info at cashvertising.com.

--This text refers to an alternate kindle_edition edition.

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Ca\$hvertising: How to Use More Than 100 Secrets of Ad ...

This book is a gold mine! I made notes on almost every single page. The best part I liked was on page 184 when he says, ""Advertising is not supposed to be entertainment! You may be entertained by it, but that's not its purpose.

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And how can you use them in your own advertising? Prepare yourself for a unique learning experience as author Drew Eric Whitman takes you on a wild, roller-coaster ride through the streets of New York's famed Madison Avenue and teaches you the specific psychological techniques that today's top copywriters and designers use to influence the ...

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Ads should always touch on the things that humans naturally need/crave/desire, as per the psychological “eight desires.” Always use imagery and examples to describe what is being sold in order to create a “movie” in the audience’s head.

Cashvertising (Book Summary)

Buy Cashvertising: How to Use More than 100 Secrets of Ad-agency Psychology to Make Big Money Selling Anything to Anyone 1 by Drew Eric

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Whitman (ISBN: 9781601630322) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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CA\$HVERTISING | Unsettle.

Drew Eric Whitman (a.k.a. "Dr. Direct") is known internationally as a dynamic consultant and trainer who smashes old advertising myths like a china-shop bull. Teaching the psychology behind the response for more than 23 years, he worked for the direct-marketing division of the largest ad agency in Philadelphia, was senior copywriter for the country's leading direct-to-the-consumer ...

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Ca\$hvertising: How to Use More Than 100 Secrets of Ad ...

New York's biggest ad agencies use dozens of these little-known secrets every day to influence people to buy. And now—thanks to Cashvertising—you can, too. And it won't matter one bit whether you're a corporate giant or a mom-and-pop pizza shop. These techniques are based on human psychology.

Ca\$hvertising in Apple Books

Cashvertising Review. I enjoyed Cashvertising but also think that some things have changed in the time since 2008 when Whitman wrote it. The mention of ads in a magazine, for example, feels a bit outdated. However, the principles around human nature and online content are timeless and give

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great tips we can use even today.

Cashvertising Summary + PDF - Four Minute Books

Based in Laguna Beach CA, our team of software engineers, programmers, and sales pros were united in a single mission - help people using the phone as a relationship-building and selling tool, to do it better.

How to Apply the “Life Force 8” for Better Selling ...

Drew Eric Whitman—a.k.a. "Dr. Direct! TM" —is an internationally renowned advertising trainer and consultant who specializes in teaching the psychology behind the response. He was a Senior Copywriter for the direct response division of the largest ad agency in Philadelphia. He was also Senior Direct Response Copywriter for one of the largest direct-to-the-consumer insurance companies in ...

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