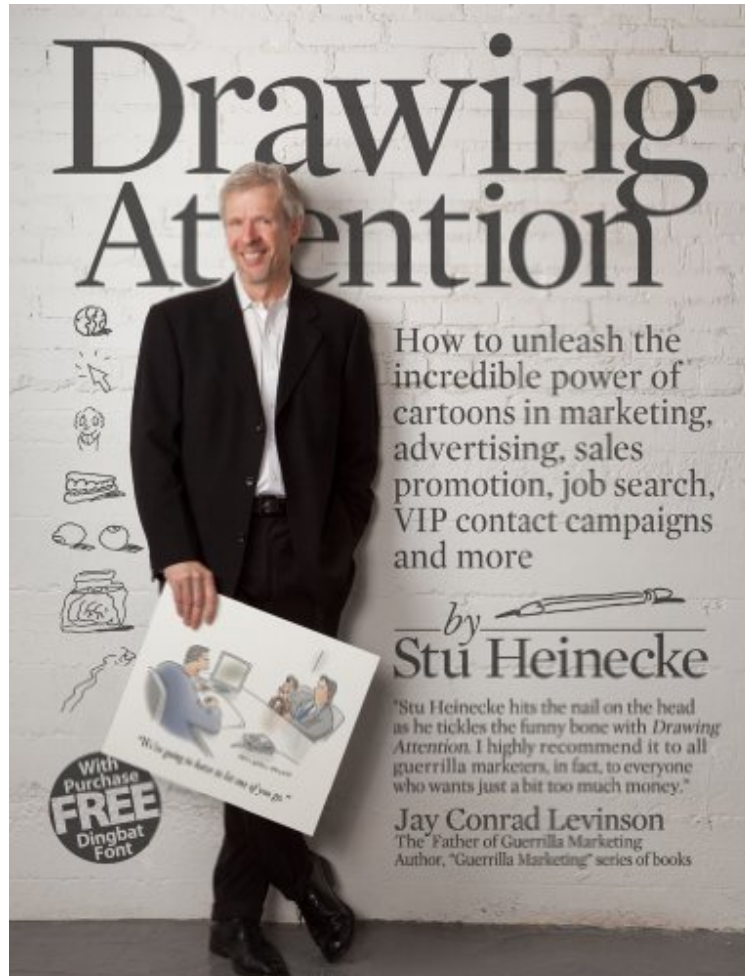


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Drawing Attention: How to unleash the incredible power of cartoons in marketing, advertising, sales promotion, job search, VIP contact campaigns and more

Stu Heinecke

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Stu Heinecke : Drawing Attention: How to unleash the incredible power of cartoons in marketing, advertising, sales promotion, job search, VIP contact campaigns and more before purchasing it in order to gage whether or not it would be worth my time, and all praised Drawing Attention: How to unleash the incredible power of cartoons in marketing, advertising, sales promotion, job search, VIP contact campaigns and more:

1 of 1 people found the following review helpful. Great ideas for marketing on a budgeyBy CustomerFun and informativeThe author is easy to read and an expert on the subject matter. I was impressed with the number of ideas presented in laymans terms . I am looking for more from this author in the future. I plan on trying these ideas with my small business immediately.0 of 0 people found the following review helpful. CuteBy Bonnie MurphyDrawing

Attention: How to unleash the incredible power of cartoons in marketing, advertising, sales, promotion, job search, VIP, contact campaigns, and more was an interesting read and I have reflected back on it more than once for projects. The statement "a picture is worth a thousand words" is very true and we all see so many cartoons with statements flying around the internet, emails, on social media sites - we remember them - Stu Heinecke does good job connecting the dots on how to really make impact statements for what key messages you are trying to get across using cartoons. 1 of 1 people found the following review helpful. Inspiring marketing insights! By D. Dunk The book is simply inspiring to me as a veteran marketer and networker. It is chocked full of insights and solid examples, making it instructive and logical.

Cartoons are the best-read and best-remembered part of magazines and newspapers, and the most powerful involvement device ever invented. In *Drawing Attention*, author Stu Heinecke tells readers how they can put the magic of cartoons to work in various missions in their lives, from advertising and marketing to job search, VIP contact campaigns, publicity, social media -- even meeting people in restaurants and bars. With forewords by New Yorker Cartoon Editor, Robert Mankoff and Sandler Training President, Bruce Seidman.

About the Author Stu Heinecke is one of the world's foremost experts on the use of cartoons in advertising, marketing and sales promotion, having blended cartooning and marketing for nearly thirty years. He and his collaborators, including many of the cartoonists found in *The New Yorker*, have created numerous record-breaking campaigns for some of the world's biggest direct marketers, including Time, Inc., ATT, Forbes Magazine, Harvard Business , GSK GlaxoSmithKline, Sandoz Pharmaceuticals and the NBA and NHL. Throughout his career, Mr. Heinecke has battled many of the top "experts" in the direct marketing industry, all of whom claimed "humor does not work" in marketing and advertising. His 2010 nomination to the Direct Marketing Association's Hall of Fame came in recognition of his compelling body of work, which has proven beyond a shadow of a doubt that humor is extremely effective in those missions. A prominent cartoonist whose work can be seen in countless marketing campaigns and occasionally in the pages of *The Wall Street Journal* and other publications, Mr. Heinecke is the President and Founder of Seattle-based CartoonLink, where he lives with his wife, three kids, two dobermans and a snake.