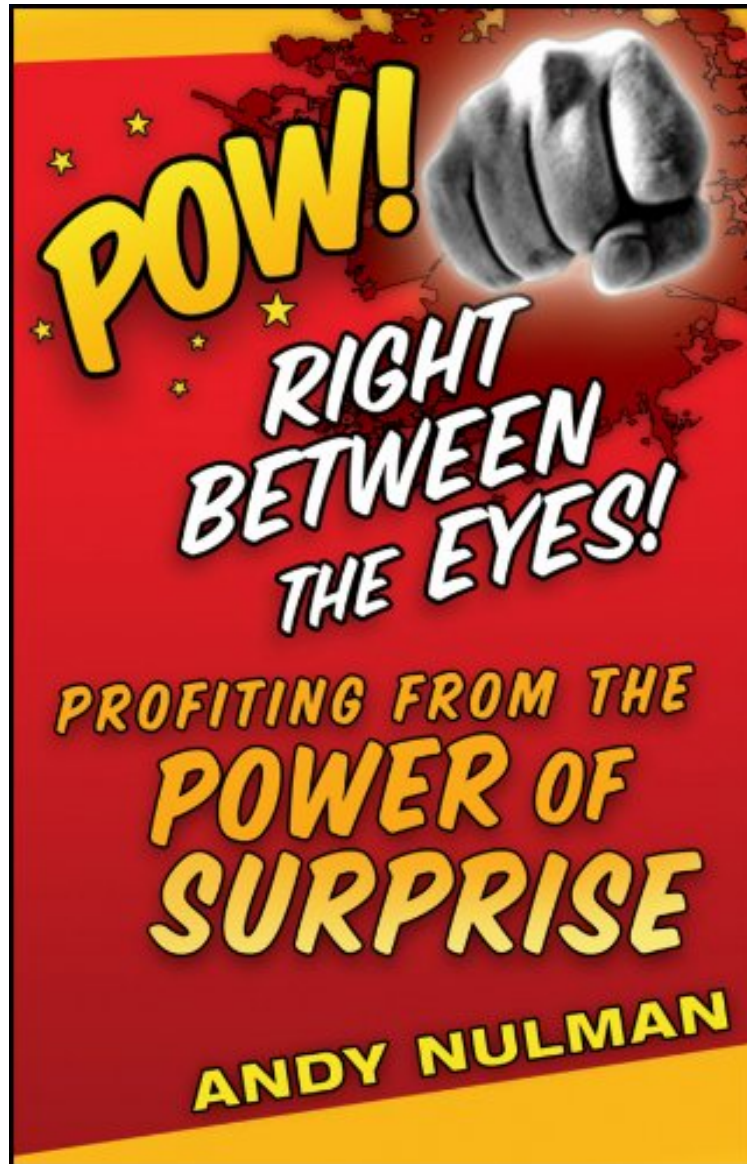


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Pow! Right Between the Eyes: Profiting from the Power of Surprise

Andy Nulman

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Andy Nulman : Pow! Right Between the Eyes: Profiting from the Power of Surprise before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pow! Right Between the Eyes: Profiting from the Power of Surprise:

0 of 0 people found the following review helpful. Marika Hamilton is Pleased to meet Andy Nulman By Marika Hamilton When I heard a radio show that interviewed Andy Nulman about his book.... I didn't quite know what to think at first. I loved the title of the book and to me it fit perfectly with my beliefs about utilizing effective

marketing. Being a small business owner, I have always had to think outside the box to get the most bang for my marketing buck. Some of my concepts make others raise their eyebrows.... but that's ok. I don't want people's approval of my marketing techniques.... I want results. (as long as they are in good taste) I wrote to Andy and told him that he single handedly justified my entire existence. By reading his book I went from crazy to clever! He was kind enough to write back. POW Right between the eyes - hits the marketing mark! So many times corporations want to do what is currently accepted and they want to fit into the standard mold. B O R I N G!!!!!! Andy Nulman, I'm pleased to meet you! Nice Job! Marika Hamilton[...] 0 of 0 people found the following review helpful. Surprise Yourself - Warning Paradigm Shift Will Occur By Gregory Stromberg I read a lot of business books and most all have value but usually they also have a lot of filler no value content waste of time stuff. Not the case with this book. I love the writing style which just flows. You will have a hard time putting down Andy's book. It moves, makes you rethink, reinvent, disrupt but with a commonsense approach. In addition it energizes your brain. I will tell you that I got one hell of a surprise when I finished this book. I suspect the same will happen to you. WARNING!!! Read this book only if you want to disrupt your current thought patterns Greg Stromberg[...] 2 of 4 people found the following review helpful. Cover is much better than book itself By Rolands Petrevics Well, do not judge book by it's cover. Usually this means, it can be better than it's cover. Now, if you see this cover, you anticipate a sparkling, entertaining, humorous book that will keep you up at deep night... Right? Let me tell you that it's not. Marketing books of this type - like those from Seth Godin or Dan Kennedy, if not bring practical value, at least compensates it with really funny stories and at last gives kind of entertainment. Then, this book - 3 stars for value, 3 stars for entertainment.. 3 stars, well in terms of author itself - he did not make Pow! for me at all. it's really GRAY. And again, it does not deserve 1 star as one guy gave it there, but it's also out of any niche at all - if you want entertaining books - take Seth Godin, if entertainment + value - Dan Kennedy, if value only - textbooks are the case. So, author so emphasizes that you must stand out of crowd, that seems forgot to make his book same outstanding. It's just normal. Again - do not judge it by cover - it's far better than content.

Pow! Radical new methods for reaching jaded, cynical consumers Put simply, when it comes to your business, your new idea, even yourself, this book can be the difference between a "Who cares?" and a "Holy cow!" Business, both big and small, is in desperate need of new ways to inspire bored and cynical consumers who have grown weary of the same old song and dance. In today's information economy, it doesn't matter how many people you reach, but how much attention they pay. And the best way to get attention is with the powerful, but largely misunderstood, element of surprise. Pow! Enter Andy Nulman with the art of surprise marketing. An explosive new outlook, surprise marketing solidifies the bond between you and your customers like nothing else, and keeps them coming back for more by providing a continuous flow of what they never expected. Pow! Right Between the Eyes reveals the secrets, theories, and tactics of surprise marketing, and wields outrageous real-world examples (and even more outrageous tools like "The Lubricant to Yes" and "Euphoric Shock") to help expand the boundaries of the extreme and create a bigger bang for bigger profits. On his quest to unlock the secret of why some things knock your socks off and others put you to sleep, Nulman shares insights from director Alfred Hitchcock, designer Philippe Starck, playwright David Mamet, Family Guy creator Seth McFarlane, Harvard psychologists, songwriters, bloggers, and even the inventor of Pirate Booty snack chips. And he shows how today's smartest companies are winning big with surprise stories like: bull; How Oprah's shocking announcement that "Everybody gets a car!" sent her Web site traffic up 800% and helped the Pontiac G6 outsell its competitors by 20% bull; How Target earns \$7 billion a year in free publicity with stunts like a floating temporary store in New York's Hudson River or putting on a vertical fashion show where acrobat models walked down the side of Rockefeller Center bull; How Bear Naked Granola reversed the trick-or-treat tradition by sending costumed street teams door-to-door to give away granola samples on Halloween Andy Nulman is a wildly-successful businessman and even wilder public speaker who first learned the power of surprise working with Jay Leno, Jerry Seinfeld, Jim Carrey, and many other comedians as the cofounder and CEO of the Just For Laughs Festival, the world's largest comedy event. His book shares hilarious and effective surprise promotions that he himself dreamed up for the event and in his current position as cofounder, President, and CMO of Airborne Mobile, which brings brands like Maxim, Family Guy, and the NFL to the mobile media world. Don't forget to read the book's two forewords by the legendary John Cleese and CBS Late Late Show host Craig Ferguson. Surprising choices for a business book? Well... what did you expect?

From Publishers Weekly In the midst of a recession, Nulman offers a way for marketers, advertisers and entrepreneurs to capture consumer attention by harnessing the power of surprise marketing. Starting with entertaining forewords by comedian John Cleese and talk show host Craig Ferguson, who both understand the necessity of shock and timing in getting laughs, Nulman proceeds to offer (and amuse) with astute insight about how companies can create a bigger bang for their buck by imparting the unexpected in their marketing. Using case studies of ad campaigns, the author describes what successful shocking marketing is (Oprah declaring, Everybody gets a car, to her studio audience, which sent her Web site's traffic up 800%) and is not (St. Louis using the ubiquitous arch in an ad campaign to portray the city as surprising). Drawing on 15 years of experience as the CEO of the Just for Laughs Festival, the author

emphasizes that the element of surprise is pertinent for anyone trying to sell a product or gain attention for a cause or event. This colorful and enlightening book will engage business readers looking for innovative ways to win without breaking the bank. (Feb.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. In the midst of a recession, Nulman offers a way for marketers, advertisers and entrepreneurs to capture consumer attention by harnessing the power of surprise marketing. Starting with entertaining forewords by comedian John Cleese and talk show host Craig Ferguson, who both understand the necessity of shock and timing in getting laughs, Nulman proceeds to offer (and amuse) with astute insight about how companies can create a bigger bang for their buck by imparting the unexpected in their marketing. Using case studies of ad campaigns, the author describes what successful shocking marketing is (Oprah declaring, "Everybody gets a car," to her studio audience, which sent her Web site's traffic up 800%) and is not (St. Louis using the ubiquitous arch in an ad campaign to portray the city as "surprising"). Drawing on 15 years of experience as the CEO of the Just for Laughs Festival, the author emphasizes that the element of surprise is pertinent for anyone trying to sell a product or gain attention for a cause or event. This colorful and enlightening book will engage business readers looking for innovative ways to win without breaking the bank. (Feb.) (Publishers Weekly, December 22, 2008)

From the Inside Flap

Here's a Surprise: statistics show that only the smartest and most dedicated of readers actually take the time to peruse the inside flaps of a book cover. By doing so, your deed speaks volumes of your commitment to doing something different and separating yourself from the rest of the pack. Way to go! Rest assured that this commitment will not go unrewarded. You're about to learn how to change your business and delight your customers. By following this book's Tao of POW!, you'll discover how to apply the "Lubricant to Yes" to deliver "Euphoric Shock," and how to generate lopsidedly influential POW! moments. You'll realize why "Everyone's a Kid in Disneyland," learn how to "Time-Bomb," see through "Virgin Contact Lenses," understand the reason why there doesn't always need to be a reason . . . and then get to use these tactics to grab attention and earn a special place in the hearts and wallets of your customers. On his quest to unlock the secret of why some things knock your socks off and others put you to sleep, author Andy Nulman shares insights from director Alfred Hitchcock, designer Philippe Starck, playwright David Mamet, Family Guy creator Seth McFarlane, Harvard psychologists, songwriters, bloggers, and even the inventor of Pirate Booty snacks. And he shows how today's smartest companies are winning big by expanding the boundaries of delightful extremes. Drawing on real-life examples from recognized corporate giants like Oprah, Target, Harvard University, Nintendo Wii, Kraft, and PG&G—and featuring dollar-bill explosions, rogue wirecutters, sexy thongs, and insanely expensive hamburgers—POW! takes you where no other business book has gone before and gives you the tools to take yourself, your projects, and your bottom line further, right now. So get set for a wild ride. Ready? . . . take aim . . . and POW!