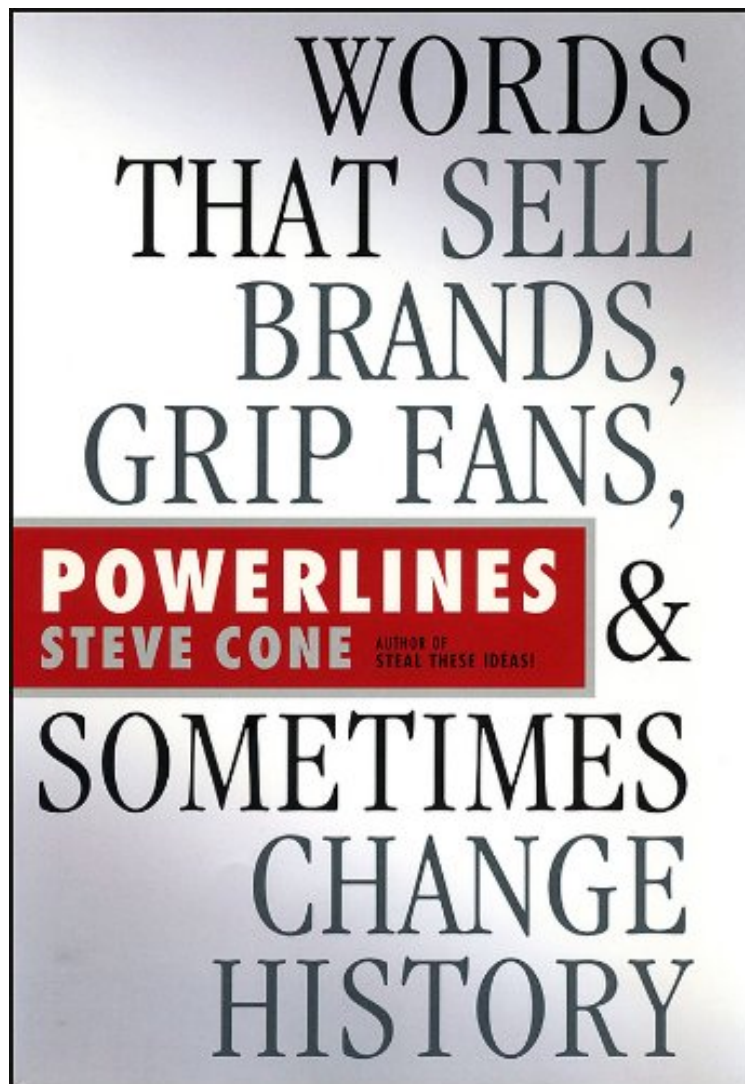


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## Powerlines: Words That Sell Brands, Grip Fans, and Sometimes Change History (Bloomberg)

Steve Cone

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**Steve Cone : Powerlines: Words That Sell Brands, Grip Fans, and Sometimes Change History (Bloomberg)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Powerlines: Words That Sell Brands, Grip Fans, and Sometimes Change History (Bloomberg):

0 of 0 people found the following review helpful. You absolutely, positively need to get this book overnight. By cavuPowerlines are what can prop up the troops and kick up consumer sales for decades. You know - like Snap, Crackle Pop, or You Deserve a Break Today. It comes down to some theory, art, and they way we humans have

evolved to remember sounds or melodies (jingles) that quickly evoke (marketers hope) a thought about a product - and then hopefully buying it. There is a difference between "Say Pepsi Please" and "Can I please have a Pepsi". Backed with sufficient advertising support, one will grow to be a valuable asset and the other a bomb. Steve Cone puts some method to the madness - or what before was recognized but not described so ably. The next time you need a great line to support your product or brand, you will have the guidelines to produce it. Also interesting were some historical powerlines that have their origins hundreds of years ago. Cone leaves us with more than today's, well, corporately correct and boring, ineffective lines.

1 of 1 people found the following review helpful. Oh, You're Supposed To Sell Something  
By Beverly H. Baar  
One of the prime reasons that the global advertising business today is in chaos But Wait! There's More! (maybe) is that so many of its players have forgotten, if they ever knew, that taglines are supposed to sell something (products, ideas, policies, whatever). As Steve Cone points out in "Powerlines," we have seen "very few memorable taglines" selling anything in the last 15 years. He then goes on to tell you why and how you too may learn how to shoot straight.

One of Cone's best chapters is "Shots Heard Round the World" -- a collection of truly successful powerlines by 'gifted speakers and writers' as opposed to the vapidly produced generally by "paid consultants." The chapter offers a benchmark that can only embarrass current practitioners and, one would hope, inspire future ones.

0 of 0 people found the following review helpful. Want To Be A Word Master  
By Claudia Strasbaugh  
This book is for anybody into marketing and sales, or who just wants to influence others. It was a slow read for me at first but picked up. I'd recommend it.  
Claudia Strasbaugh

Powerlines, the exceptional slogans that people remember long after the campaign ends, stand out from the barrage of marketing messages consumers face each day. A product, service, company, candidate, or an organization with a powerline outshines the competition every time. Steve Cone, author of *Steal These Ideas!*, reveals the secrets to contemporary marketing's biggest mystery: how to conjure the phrase that will make a product irresistible and memorable. This book restores the lost art of creating killer slogans to its proper place: front and center in every campaign. Drawing on examples of great and not-so-great lines from marketing, politics, and popular culture, Cone provides an irreverent, intelligent, and insightful primer on a singularly important aspect of brand building. Silver Medal Winner, Advertising/Marketing/PR/Event Planning Category, Axiom Business Book Awards (2009)

From Publishers Weekly  
Why do we remember slogans for Diet Coke from the mid 1980s, but not what we had for breakfast yesterday? In this exploration of the phrases, lines and expressions so well-written and compelling that we can't forget them-no matter how hard we'd like to-marketing veteran Cone (*Steal These Ideas!*) presents "the Powerline Perspective," that all enterprises "rise or fall on powerful lines, mottos, and sayings." After a brief look at the definition and history of the powerline, Cone mines memorable phrases in politics, movies, television and advertising for the hows and whys of their success. Heavy on lists, with analysis for most individual entries, Cone's book is best read in pieces. That said, the practical advice he offers-between cogent consideration of everything from "MMs melt in your mouth" and "There's no place like home" to a collection of his 10 favorite poems (with just "a little commentary")-is helpful and straightforward, and often entertaining (if blustery). Marketers, advertisers or campaign managers looking for inspiration could hardly find a better resource. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. '...absorbing...Cone demonstrates a firm grasp of the importance of what is increasingly an afterthought in most ad campaigns.' --The Chicago Sun-Times, April 24, 2008  
'Helpful and straightforward and often entertaining...marketers, advertisers or campaign managers looking for inspiration could hardly find a better resource.' --PW - Publishers Weekly, April 2008  
"An important primer. Steve Cone shows how picking the right words often makes the difference between success and failure." mdash;Larry King Host of Larry King Live  
"Marketing guru Steve Cone rediscovers the lost art of great slogans, mottos, and taglines. The lesson? Be all that you can be. Shots can still be heard 'round the world. Things go better with inspired taglines. And that's the way it is." mdash;L. Gordon Crovitz Former publisher, The Wall Street Journal